

# ***OUTFOXED:***

## ***Rupert Murdoch's War on Journalism***

**A Robert Greenwald Film**

Produced and Directed by Robert Greenwald  
Co-Produced by  
Laurel Busby, Jim Gilliam, Kate McArdle and Devin Smith

Running Time: 77 Minutes

FULL TRANSCRIPT

00:00:00

BLACK

**00:00:03      GRAPHIC:** Still of Al Pacino from Godfather  
MUSIC: Begins

00:00.07                      BOB McCHESNEY 100%

[BEGINS AS VO)

In the great 1974 film Godfather II.

[BOB McChesney 100% LOWER THIRD: Bob McChesney Founder of  
Free Press/Author of "The Problem of the Media"]

There's a scene about halfway through where Hyman Roth and  
Michael Corleone and all the American gangsters are  
gathered in a patio in Havana and it's Hyman Roth's 67<sup>th</sup>  
birthday,

[00:00:18: GRAPHIC: STILL: CUTTING CAKE]

and he's giving a slice of cake to each gangster got -  
Louis from Chicago you run the Copacabana, Frankie you get  
the prostitutes, he's dividing up the island among all the  
American gangsters

[00:00:26 McChesney 100%]

and appropriately enough the birthday cake has an outline  
of Cuba on it, he's giving them a slice of Cuba. And while  
Hyman Roth is doing this he says: "Isn't it great to be in  
a country with a government that respects private  
enterprise?" And that's how media policies have been done  
in the United States for the past 50 years and it's  
increasing in the last 20 years. Extraordinarily powerful  
lobbyists duke it out behind closed doors for the biggest  
slice of the cake. The public knows nothing about it, it  
doesn't participate.

[00:00:52 OPENING TITLE: "Outfoxed: Rupert Murdoch's War on Journalism"]

And that's the problem we face.

00:00:52 OPENING TITLE ANIMATION "OUTFOXED: Rupert Murdoch's War on Journalism

00:01:04 RUPERT MURDOCH ANIMATION

Graphic Supers:

Young Rupert Murdoch

1954: I inherited my first newspaper

1956: I bought my first magazine

1958: I bought my first TV station

1960: I bought my first record label

1962: I bought my second TV station

1972: I bought my first politician

1979: I bought my first airline

1981: I bought my first publishing house

1983: I bought my first cable channel

00:01:20 JEFF COHEN 100%

LOWER THIRD: Jeff Cohen Former MSNBC/Fox News Contributor  
Media is the nervous system of a democracy. If it's not functioning well, the democracy can't function. We're heading towards an election where most people are never going to be in a room with Kerry or Bush. What they learn about the candidates is what the media shows them or tells them. Decides not to show, not to tell.

00:01:39 ANIMATION 2 RUPERT MURDOCH

Graphic Supers:

Today I own

9 Satellite Television networks  
100 cable channels  
175 newspapers  
40 book imprints  
40 television stations  
1 movie studio

00:01:56

DAVID BROCK 100%

LOWER THIRD: President/CEO of Media Matters for America  
People are faced with critical choices about the future of  
the country when they go into the voting booth.

[00:02:01 BROCK VO/B:ROLL PEOPLE ENTERING VOTING POLLING  
ROOMS, PEOPLE CONFIRMING IDENTITY AT VOTING STATION, TWO  
PEOPLE CHECKING WALL INFORMATION]

And I go in. And I have been, through the course of a  
campaign cycle subject to false, distorted, caricaturing,  
[00:02:10 BROCK 100%]

And I may not even know where it's coming from because  
often there's an echo effect off places like cable and like  
radio

[00:02:17 B:ROLL PEOPLE EXITING AND ENTERING POLLING BOOTH}  
and those wrong pieces of information are repeated and  
repeated, by the time it reaches me, I don't even know what  
the source was.

[00:02:24 BROCK 100%]

This is the environment we're living in and it's really,  
it's fundamentally undermining democracy which is based on  
knowing some good and solid information so I can make an  
informed choice.

00:02:34 ANIMATION 3 RUPERT MURDOCH

Graphic Supers:

My Media Reaches

My U.S. television network reaches 280 million people

My Asian satellite network reaches 300 million

My Cable channels reach 300 million homes

My magazines reach 28 million people.

DISSOLVE TO:

Animation: World Globe with supers

"Total Audience

4.7 billion people

(3/4 of the population)"

[00:02:46 VO OVER ANIMATION:

When you see the properties Rupert Murdoch owns around the world, the strong, conservative point-of-view that those properties often reflect,

[00:02:56 GENE KIMMEL 100% LOWER THIRDS: Gene Kimmel Sr.

Dir. of the Public Policy & Advocacy Consumers Union]

it's different than ABC or CBS or NBC. Sure, they reflect a point-of-view but not nearly as strong or consistently strong from one ideological perspective.

**00:03:08 STILL:** Metromedia WTTG 5 Washington DC 1985

[VO BEGINS]

Murdoch actually bought the station in 1985.

DISSOLVE TO:

00:03:13 FRANK O'DONNELL 100%

LOWER THIRDS: Frank O'Donnell Former Fox News Producer, Washington

And actually left us alone for at least the first three years of his ownership, partly because we were so

successful and prosperous that there was no reason to monkey with us.

00:03:23                      DAVID BURNETT 100%

LOWER THIRD: David Burnett, Former Fox News Reporter,  
Washington D.C.

At WTTG our success insulated us to a certain degree.

00:03:30                      FRANK O'DONNELL 100%

And it was kind of like being in an office and seeing  
people come down with the flu around you. We knew the flu  
eventually might reach us, but we were hoping if we took  
enough vitamins that we'd never catch the flu.

00:03:41                      DIANA WINTHROP 100%

LOWER THIRD: Diana Winthrop Former Fox News Producer

It was clear during those years that Murdoch, who had  
absolutely adored Ronald Reagan,

[00:03:49 B:ROLL REAGAN THROWING FOOTBALL]

adored him,

[00:03:49 REAGAN WALKING WITH SOLDIERS]

had a lot of admiration

[00:03:52 REAGAN LAUGHING WITH MAN]

for the group of Republicans

[00:03:53 STILL: REAGAN AT SIGNING DOCUMENT]

that controlled Congress

[00:03:55 REAGAN WALKING WITH MAN]

and certainly on Capitol Hill.

00:03:57                      FRANK O'DONNELL 100%

We received an order from one of Murdoch's apparatchiks, if you will, that we should cut away from our newscast

[00:04:05 B:ROLL CROWD]

and start carrying

[00:04:05 B:ROLL REAGAN WALKING WITH ARM AROUND MAN]

a fawning tribute

[00:04:07 STILL: REAGAN HOLDING UP HANDS]

to Ronald Reagan that was airing at the Republican Convention. We were stunned

[00:04:12 B:ROLL PEOPLE CHEERING IN CROWD]

because up until that point

[00:04:13 B:ROLL PEOPLE HOLDING UP BANNERS]

we were allowed to do

[00:04:14 B:ROLL REAGAN AND NANCY HOLDING HANDS]

legitimate news. And suddenly

[00:04:17 O'DONNELL 100%]

we were ordered, from the top, to carry propaganda; carry Republican right-wing propaganda.

00:04:22 DIANA WINTHROP 100%

There was a cultural underpinning to what Murdoch wanted. Race issues, AIDS. I constantly remember complaints that there was too much being done on AIDS. [00:04:34 B:ROLL: TED KENNEDY] He also couldn't stand the Kennedy's.

00:04.37 FRANK O'DONNELL VOICE OVER

Ted Kennedy, who was a long-time opponent of Rupert Murdoch, and, and one celebrated occasion, we were ordered to run

[00:04:46 O'DONNELL 100%]

a long uncut piece from A Current Affair that was rehashing the whole matter of Chappaquiddick. [SMOOTH DISSOLVE]

It had zero news value. We were told, 'you had to run this thing uncut'. You could not even edit it down and just run a snippet of it. [CUT TO MS DONNELL 100%]

I think they evolved in later years and especially after Roger Ailes took over and, and really got the Fox News Channel up and running into a far more sophisticated kind of operation. What we saw, in my era, was, was really the, the birth of this sort of thing and the roots of what came later.

00:05:35 FOOTAGE: RUPERT MURDOCH FOX NEWS PRESS CONFERENCE  
Super: 1996 Rupert Murdoch News Corp CEO & Chairman

MURDOCH 100%:

I'd just like to say how delighted I am that we've now reached this moment, when we can firmly announce the starting of a Fox News Channel and a much greater effort on a build up of Fox News in every area.

00:05:50 ROGER AILES 100% AT PRESS CONFERENCE

SUPER: Roger Ailes Fox News CEO & Chairman

AILES 100%:

We'd like to be premier journalists. We'd like to restore objectivity where we find it lacking and ah,

[00:05:58 SUPER: former media strategist for Nixon, Regan, and Bush Sr. presidential campaigns]

certainly there could be that interpretation because of my background but I left politics a number of years ago and have running this organization for the last two years. So we just expect to do fine, balanced journalism.

00:06:14 GRAPHIC ANIMATION: FOX NEWS CHANNEL LOGO



MUSIC: "Living off the Evening News"

00:06:19 GRAPHIC ANIMATION "Fair and Balanced"

00:06:28 GRAPHIC ANIMATION  
"Fox News. We Report. You Decide"

MUSIC: Fades out

00:06:30 PHONE 100%: ANONYMOUS CALLER 1

**LOWER THIRD:** Anonymous 1 Former FOX News Writer

ANON:

I was a Fox employee for 3 years. I worked in the News.

QUESTION OS: On air or behind the camera?

**ANON:** I'd rather not answer that. I think I'd rather keep myself anonymous. You'll disguise my voice right?

**00:06:45 LARRY JOHNSON 100%**

LOWER THIRD: Larry Johnson Former Fox News Contributor

I've heard directly from folks, both as correspondents and as bookers, who have expressed very grave reservations, almost as if they're being monitored by a Stalinist system, afraid to be seen talking to the wrong person or having the wrong kind of email exchange.

**00:07:05 ANIMATION GRAPHIC: FOX NEWS LOGOS**

FOX Report w/Shepard Smith

FOX News Channel

00:07:09 ANONYMOUS INTERVIEW 2: AUDIO RECORDER 100%

LOWER THIRD: Anonymous 2 Former Fox News Reporter

You're either one of us or one of them, and in leaving Fox News, for example, there were a number of people at the organization, at the head of the organization, tried to ruin my career simply because I was leaving, because I didn't leave on their terms, because I refused to sign a confidentiality agreement, that was another reason for them to try to keep me from getting my next job.

00:07:27 ANIMATION GRAPHICS:

FOX NEWS CHANNEL LOGOS AND SLOGANS

Fox News Animated Logo "America's Newsroom"

00:07:28 "Americans Trust only One.

The Only Place. American's Newsroom. Fox News."

00:07:33 LARRY JOHNSON 100%

LOWER THIRDS: Larry Johnson Former Fox News Contributor

It's very much a, an environment of fear.

00:07:36 FRANK O'DONNELL 100%

LOWER THIRD: Frank O'Donnell Former Fox News Producer,  
Washington DC

It was made very clear to us that our activities were being monitored and if someone wasn't watching it live they were at least recording it and they would review it after the fact to see what we did.

00:07:47 JON DUPRE 100%

LOWER THIRD: Jon Du Pre Former Fox News Anchor-West Coast Bureau

We weren't necessarily, as it was told to us, a news gathering organization so much as we were a proponent of a point-of-view.

00:07:56 ANONYMOUS 2: AUDIO RECORDER 100%

LOWER THIRD: Anonymous 2 Former Fox News Reporter

Fox has already been successful in sort of branding me as somebody who can't be trusted. And as a result, I'm already sort of on thin ice regarding my current employer.

**00:08:06 GRAPHIC ANIMATION:** FOX "Fair and Balanced" Logo

00:08:10 CLARA FRENK 100%

LOWER THIRD: CLARA FRENK, Former Fox News Producer

I'd been warned by people. There were a number of people who pulled me inside and said, "Look, you know, I don't know, I mean, I know that you want to work and I know that you need a job, but you might want to think twice about taking this job because, really, it is a very conservative news network."

00:08:26 DAVE KORB 100%

LOWER THIRD: Former Freelance Fox News Writer

Now that I've learned comedy writing at the Fox News Channel I guess I should be doing stand up in the clubs.'

00:08:31 ANONYMOUS 3: MICROPHONE

LOWER THIRD: Anonymous 3, Former Fox News Reporter

I think that if you don't go along with the mindset of the hierarchy in New York, if you challenge them on their attitudes about things, you're history.

00:08:44       GRAPHIC ANIMATION: Fox News Memos

[VOICE OVER]

I suspect your research has discovered, the memoranda that were written by

[AV WESTIN 100%: LOWER THIRD: Av Westin Former Vice President of ABC News]

John Moody and by Roger in terms of setting the tone for the day. The message of the day is a very political device.

**00:08:59   STILL:** COPY OF INTERNAL FOX MEMO

[READ IN VOICE OVER]

Date: 5/9/2003 From: Moody

Let spend a good deal of time on the battle over judicial nominations, which the President will address this morning. Nominees who both sides admit are qualified are being held up because of their POSSIBLE, not demonstrated views on one issue - abortion. This should be a trademark issue for FNC today and in days to come.

DISSOLVE TO:

00:09:24       JON DU PRE 100%

LOWER THIRD:

There was nothing covert about the way the managing editors in New York or Washington operated. They made it perfectly clear what they expected from us.

**00:09:30   STILL:** Copy of Internal FOX Memo

Date: 3/23/2004 From: Moody

[READ IN VOICE OVER]

The so-called 9/11 commission has already been meeting.

[TEXT ONLY] In fact, this is its eighth session. The fact that former Clinton and both former and current Bush administration officials are testifying gives it a certain tension, but

[TEXT IS HIGHLIGHTED AND BROUGHT FORWARD WHILE READ IN VOICE OVER]

this is not, "what did he know and when did he know it" stuff. Don't turn this into Watergate.

00:09:42

LARRY JOHNSON 100%

Every morning there was a detailed list of subjects to talk about and not talk about.

DISSOLVE TO:

**00:09:47 STILL:** Copy of Internal FOX Memo

Date: 4/6/2004 From: Moody

[READ IN VOICE OVER]

Kerry's speech on the economy at Georgetown is likely to move onto the topic of Iraq. We should take the beginning of Kerry's speech, [TEXT ONLY] see if it contains new information (aside from a promise to create 10 million jobs)

[TEXT IS HIGHLIGHTED AND BROUGHT FORWARD WHILE READ IN VOICE OVER]

and see if other news at that time is more compelling. It is not required to take it start to finish.

DISSOLVE TO:

00:10:06

LARRY JOHNSON 100%

They were just actually issuing edicts to the reporters to control what they could say and how they could say it.

DISSOLVE TO:

**00:10:12        STILL:** Copy of Internal FOX Memo

Date: 4/28/2004 From: Moody

Let's refer to the US marines we see in the foreground as "sharpshooters" no snipers, which carries a negative connotation.

00:10:23 JON DU PRE 100%

LOWER THIRD: Jon Du Pre Former Fox News Anchor-West

When Headquarters sent the memo every morning and said, "we want to touch on the following issues, we want to cover the following stories, we want to do them in this particular way", our job and our objective then was to execute the plan.

DISSOLVE TO:

**00:10:38 STILL:** Copy of Internal FOX Memo

Date: 5/6/2004 From: Moody

Thursday update:

[READ IN VOICE OVER]

The pictures from Abu Graib prison are disturbing. Today we have a picture - aired on Al Arabiyn - of an American hostage being held with a scarf over his eyes, clearly against his will. Who's outraged on his behalf?

DISSOLVE TO:

00:11:03 GRAPHIC ANIMATION: Fox News Techniques

00:11:09 BOB McCHESNEY 100%

LOWER THIRD: Bob McChesney Founder of Free Press/Author of  
"The Problem of the Media"

The real revolutionary breakthrough of Fox has been its  
eliminative journalism. That's the thing to understand.  
What Fox News Channel has done is it's stripped out any  
notion of journalism as we've traditionally understood it  
from its product. There is no journalism at the Fox News  
Channel.

00:11:24 FOX NEWS CHANNEL FOOTAGE

BILL O'REILLY INTERVIEW

O'REILLY: Quiet [INTERVIEWEE TRIES TO INTERJECT] Cut his  
mic.

00:11:26 FOX NEWS INTERVIEW WITH CHAD CLANTON,  
KERRY CAMPAIGN ADVISOR

Chad tries to speak.

INTERVIEWER: Chad, stop, stop, stop, stop.

CHAD: Let me finish. Let me finish.

INTERVIEW: Chad.

00:11:29 FOX NEWS CHANNEL FOOTAGE

Footage of March "Bring the Troops Home"

INTERVIEWER (OS): I want to test if you're an honest  
individual.

00:11:32 FOX NEWS CHANNEL FOOTAGE: INTERVIEW WITH GEORGE CARLIN

GEORGE CARLIN TRIES TO SPEAK: (INTERVIEWER TALKING OVER HIM)

INTERVIEWER: I'm sorry cut you off I know we're in some controversial stuff here but my religion didn't teach me that. But thank you very much for being here.

GEORGE CARLIN: It's not fair. I know it's a right-wing network and you don't want to hear this stuff.

00:11:41 FOX NEWS FOOTAGE: INTERVIEW WITH JAMIE MASADA  
"Laugh Factory Owner"

INTERVIEWER: It's not about the kids, it's about you Jamie.

JAMIE MASADA: (INTERRUPTED BY GERALDO RIVERA) I'm doing, I'm doing...

GERALDO RIVERA: Thank you Jamie. (DOES CUTTING SIGN) Thank you. Good night. Thank you Jamie. Good night.

00:11:48 FOXS NEWS FOOTAGE: HANNITY & COLMES INTERVIEW

HANNITY: Don't take your cheap little pathetic shot. I am telling you that that's what it is.

INTERVIEWEE: (OVERLAPPING) You're taking cheap little pathetic shots. I'm trying to tell you what the truth is.

HANNITY: (OVERLAPPING) I'm just giving you his record.

INTERVIEWEE: No you're misrepresenting his record.

HANNITY: I'm telling the truth, Sir. That's the truth about his record.

INTERVIEWEE: I understand what your position is but it's not correct.

00:12:03 FOX NEWS FOOTAGE: HEARTLAND



INTERVIEWER [OVERLAPPING]: It's probably why you're on satellite radio?

INTERVIEWEE [OVERLAPPING]: I'd like to hear one single, one single...

INTERVIEWER: Because you can't get on regular radio.

00:12:08 FOX NEWS CHANNEL FOOTAGE: BILL O'REILLY PROGRAM  
O'REILLY 100%: Paula Evan, Winston-Salem North Carolina.

GRAPHIC: LETTER: Bill, if you are so concerned about public figures being bad role models for children please stop rudely interrupting your guest and telling them to shut up!

O'REILLY 100%: Well the "shut up" line has happened only once in six years, Miss Evans...

00:12:20 FOX NEWS CHANNEL O'REILLY INTERVIEW DEREK HENKLE  
**GRAPHIC:** Sued School for Harassment

DEREK HENKLE: I think that asking a student to stay in the closet in order to go to school...

O'REILLY: I'm asking you to shut up about sex...

00:12:27 FOX NEWS CHANNEL O'REILLY INTERVIEW JEREMY M GLICK  
O'REILLY: Shut up. Shut up.

GRAPHIC: Father killed at WTC. Jeremy M Glick

GLICK: You want to know what I was doing. Please don't tell me to shut up.

O'REILLY: As respect. As respect...

00:12:31 FOX NEWS CHANNEL THE O'REILLY FACTOR

O'REILLY: Why did you have to tell them you were an atheist if you didn't have any trouble reading, why didn't you just shut up?

00:12:35 FOX NEWS CHANNEL BILL O'REILLY COMMENTARY

O'REILLY: What Jimmy Carter should do it privately give Mr. Bush his opinion and shut up publicly. That would be best for the country.

CUT TO:

00:12:42 BILL O'REILLY COMMENTARY 2

O'REILLY: And it is our duty as loyal Americans to shut up once the fighting begins.

CUT TO:

00:12:46 BILL O'REILLY COMMENTARY 3

O'REILLY: Once the war against Saddam begins we expect every American to support our military and if they can't do that - to shut up.

00:12:53 FOOTAGE: BOOKTV C-SPAN

PRESS CONFERENCE WITH BILL O'REILLY AND AL FRANKEN

O'REILLY: All he's got in 6 and a half years, is that I misspoke, that I labeled a Poke Award a Peabody. He writes it in his book, tries to make me out to be a

[INTERRUPTED BY AL FRANKEN]

Hey shut up. You had your thirty five minutes. Shut up.

00:13:06 ANIMATION GRAPHIC

Fox News Techniques Polling, Graphs and Music

00:13:10 JEFF COHEN 100%

LOWER THIRDS: Jeff Cohen, Former MSNBC/Fox News Contributor

The techniques of odd, odd polling and odd graphics of democrats and weird banners

[BANNER WIPE ON LOWER THIRD: Whites only please] in the lower third of your screen, these are all [MIDDLE BANNER WIPE: You Decide 2004] pretty sophisticated techniques [UPPER BANNER: Fox Poll: 56% HAVE FAVORABLE OPINION OF PRESIDENT BUSH] [BANNER: Fox Poll: 48% BELIEVE BUSH WILL WIN REELECTION IN NOV]

and they work

[BANNER: JOHN KERRY: Disaster for the Stock Market] in collaboration

[BANNER: QUESTIONING KERRY]

with the most genius

[BANNER: FOX Fair & Balanced]

marketing slogan in history

[JEFF COHEN 100% EXCEPT FOR FOX BANNER IN LOWER THIRD] which is fair and balanced.

00:13:27 VARIOUS FOX NEWS LOGO "Fair and Balanced"

00:13:31 ANONYMOUS 2: RECORDER 100%

So if you're the graphics department and you can put up a liberal [FOX GRAPHIC: Only on Fox Clarke's Flip Flop] flip flopper as the chyron, hey that's great, because [LOWER THIRD: Anonymous 2 Former Fox News Reporter] the next time the graphics department has a discussion with management, management say yeah you guys have been doing a great job.

00:13:42 FOX NEWS CHANNEL ANIMATED LOGO

PETER HART (OVER GRAPHIC) Graphics are always moving in the background. They've sort of pioneered the use of the American flag as an icon of your news broadcast.

00:13:51 ANONYMOUS 2: RECORDER 100%

LOWER THIRD: Anonymous 2 Former Fox News Reporter

So there's a lot of stuff that people come up with on their own, which

[00:13:53 FOOTAGE: Fox News Channel GRAPHICS OVER FOOTAGE WHICH BEGIN IN SMALL BOX AND EXPAND TO FULL SCREEN]

in other news organizations you would never think of coming up with some of the stuff, much less

[FOX GRAPHIC: MADRID BLASTS]

even putting it on the air.

[FOX GRAPHIC: SERIAL SNIPER]

But at Fox News they're sort of a, that you're rewarded for pushing the envelope.

[THREE BOXES WITH DIFFERENT FOOTAGE INSIDE: 222 Days, War on Terror, "Secret Meeting" on Bill O'Reilly WHICH BECOMES FULL SCREEN]

[RECORDER 100%]

[LOWER THIRD: Anonymous 2 Former Fox News Reporter]

The problem comes if you try to push the envelope or, God forbid, should put in some sort of similar sort of style or approach to Republican, then you get yourself in trouble.

00:14:16 DAVID HNATIUK 100%

Probably 1999 I created the Fox News Alert.

00:14:19 ANIMATED GRAPHIC LOGO "FOX news ALERT 03.08.04"

We were striving to

[DAVID HNATIUK 100% LOWER THIRD: David Hnatiuk Former Fox Music Supervisor]

accomplish a sense of urgency. Urgency in the sense that what was about to be delivered after the Fox News Alert was very important. [CUT TO:] Quote, unquote, shocking news.

[CUT TO:] Specifically Columbine. [CUT TO:] And all the other important news stories of that time

[00:14:35 ANIMATED LOGO FOX NEWS ALERT]

but now, looking back, now that I'm not there

[HNATIUK 100%]

I find it interesting that I've seen the Fox News Alert used for stories like "Bennifer" J-Lo and Ben's relationship. I mean this, compared to a school shooting, and there's really no relationship to me and I don't understand why, based on what we originally created it for, ah, why they would choose to use it for a news story like that. Cause the sound and the visuals is associated, or originally was associated, with things that were much more important.

00:15:09 ANIMATED LOGO: Fox News Alert

FOOTAGE: Fox News Alert

LOWER THIRD: Martha Stewart Leaves Fed CT After Probation Meeting

ANCHOR: And this is a Fox News Alert. A very busy day for Martha Stewart. Earlier today she met with her parole officer...

00:15:17 ANIMATED GRAPHIC:

Fox News Techniques

News Commentary & Ad Libs

00:15:17 JAMES WOLCOTT [OVER GRAPHIC]

No, they deliberately blur it and, I find it very

[JAMES WOLCOTT 100% LOWER THIRD: James Wolcott Former Staff Writer for the New Yorker/Cultural Critic for Vanity Fair]

hard to believe, you know, there's no separation between Bill O'Reilly the Interviewer and Bill O'Reilly with his Talking Points. I mean, there's just no separation at all.

00:15:29 FOOTAGE FOX NEWS: BILL O'REILLY TALKING POINTS  
O'REILLY: Jimmy Carter is making yet another mistake and this time, there's no excuse for it. And that's the memo. Now for the top story tonight. Another view on this.

00:15:36 JEFF COHEN 100%  
LOWER THIRD: Jeff Cohen Former MSNBC/Fox News Contributor  
It's very hard on Fox News to separate news from commentary because it all blends together. That's what makes it so ridiculous, that slogan [GRAPHIC: FOX LOGO YOU DECIDE 2004] "We report you decide", because there's no [00:15:48 JEFF COHEN 100%] TV news channel in history that's ever reported less.

00:15:50 DAVID BROCK 100%  
LOWER THIRD: David Brock President/CEO of Media Matters for America  
For example, a Brit Hume newscast, um, which is presented as a newscast, um, I think you see a lot of attitude and opinion, both from the anchor and the reports.

00:16:03 FOX NEWS FOOTAGE:  
LOWER THIRD: WASHINGTON MANAGING EDITOR BRIT HUME  
BRIT HUME: Welcome to Washington. I'm Brit Hume. There was further evidence today that President Bush's days of absorbing John Kerry's attacks without counter-attack are over.

00:16:12

PETER HART 100%

LOWER THIRD: Peter Hart Media Analyst for FAIR (Fairness & Accuracy in Reporting)

Fox blurs the line between using commentary all over the place [dissolve to] We are to believe that Brit Hume is the anchor of a news outlet, he doesn't bring strong politics to it, he just happens to anchor the news cast like Peter Jennings. On Sundays, Brit Hume turns into a rather caustic right-wing pundit.

00:16:34

DAVID BROCK 100%

[LOWER THIRDS: David Brock President/CEO of Media Matters for America]

Look, this goes to Murdoch too. He doesn't believe in objectivity. He doesn't believe, he has contempt for journalism, I think, I mean, [CUT TO:] they wanted all news to be a matter of opinion, 'cause opinion can't be proven false. [CUT TO:] And I think that's very dangerous because if people don't have a set of facts that they can agree on, I think it's difficult to reach a consensus on, you know, what's correct public policy. I think it's very dangerous for elections as well.

00:16:54 JON DU PRE 100%

[LOWER THIRDS: Jon Du Pre Former Fox News Anchor-West Coast Bureau]

It wasn't so much a scripted design that promoted the off-the-cuff ad-libs that you see so often on Fox News Channel, it was sort of a reinforcement.

00:17:05

FOOTAGE: FOX NEWS CHANNEL

[LOWER THIRD: You Decide 2004]

ANCHOR: John Kerry is Jane Fonda with a Burberry scarf tied around his neck.

00:17:08 JON DU PRE 100%

[LOWER THIRDS: Jon Du Pre Former Fox News Anchor-West Coast Bureau]

Any ad lib that made the Democrats look stupid and made the Republicans look smart would get an 'attaboy', also a pat on the back, a wink or a nod.

00:17:17 FOOTAGE: FOX NEWS CHANNEL SHOW

ANCHOR: There's an old pizza expression, you've tried all the rest, now try the best. Some people say, especially on that panel there, those commissioners, that Condoleezza Rice might be the best and we haven't heard from her publicly yet on this point.

ANCHOR 2: Are you saying that the commission's cheesy? You wouldn't say that. [LAUGHTER] They're crusty on the panel.

00:17:31 FOOTAGE: FOX NEWS PROGRAM "You Decide 2004"

ANCHOR 1: John Kerry has Kim Jong Il on his side. Barbra Streisand. What could go wrong?

ANCHOR 2: North Korea loves John Kerry.

ANCHOR 3: Really?

00:17:38 ANONYMOUS VOICE OVER BEGINS OVER FOX FOOTAGE

ANONYMOUS: There's no sense of integrity as far as having a line that can't be crossed. [CUT TO:]

[ANONYMOUS AUDIO RECORDER 100% LOWER THIRD: ANONYMOUS 2 Former Fox News Reporter]



Not having that sort of line becomes very tempting for somebody to self-promote by crossing the line, saying something funny that you would never dare say if you were stepping back and looking at it from the sense of a journalism school and is this the right thing for journalism? It would never happen.

00:17:56 ANIMATED GRAPHIC: Fox News Techniques  
Some People Say

00:17:59 PETER HART BEGIN OVER GRAPHIC  
Other journalists use phrases like "some people say" or  
[PETER HART 100% LOWER THIRD: Peter Hart Media Analyst for  
FAIR (Fairness & Accuracy in Reporting)]  
"officials say" when they're trying to insert anonymously  
information in a story that sort of advances the storyline.  
Fox does it a different way. 'Some people say' is Fox's cue  
that [CUT] "I'm pretending to be an anchor, so I can't say  
this is my opinion, or this is Roger Ailes' opinion but  
'some people say.'"

00:18:20 FOX NEWS CHANNEL FOOTAGE "SOME PEOPLE SAY" CONT'D  
NEWS ANCHOR: Some people say it would be a pretty good  
choice...bring in the Hispanic vote.

00:18:24 FOX NEWS CHANNEL FOOTAGE: SOME PEOPLE SAY"  
LOWER THIRD: You Decide 1004 Gay Marriage debate  
ANCHOR: Some people say, "nah, he's posturing".

00:18:25 FOX NEWS CHANNEL FOOTAGE: SOME PEOPLE SAY

ANCHOR: Some people say, and excuse me I'll get to you Joe in a minute, but some people say that you may be setting up to be running against Hilary in 2006 in the Senate.

00:18:34 PETER HART 100%

[LOWER THIRDS: Peter Hart Media Analyst for FAIR (Fairness & Accuracy in Reporting)]

Journalistically it's a very peculiar technique because the idea behind journalism is that you're sourcing who you're referring to. [CUT TO:] This is just sort of a clever way of inserting political opinion when you know it probably shouldn't be there.

00:18:48 FOX NEWS CHANNEL FOOTAGE "SOME PEOPLE SAY" CONT'D

ANCHOR: Some people say that this might undermine what the US troops are doing there

00:18:51 FOX NEWS CHANNEL FOOTAGE "SOME PEOPLE SAY" CONT'D

LOWER THIRD: Fox News Alert]

Some people say...

00:18:52 FOX NEWS CHANNEL FOOTAGE "SOME PEOPLE SAY" CONT'D

GRAPHIC: You Decide 2004

ANCHOR: Some people say John Kerry has some similarities to an earlier Massachusetts's politician.

00:18:56 FOX NEWS CHANNEL FOOTAGE "SOME PEOPLE SAY" CONT'D

ANCHOR: Some people say in light of what happened to the oil for food program.

00:19:00: FOX NEWS CHANNEL FOOTAGE "SOME PEOPLE SAY" CONT"D

ANCHOR: Some people say, 'supported by Iran.'

00:19:02 FOX NEWS CHANNEL FOOTAGE "SOME PEOPLE SAY" CONT"D

ANCHOR: Some say, I've heard a couple of people say...

00:19:04 FOX NEWS CHANNEL FOOTAGE "SOME PEOPLE SAY" CONT"D

ANCHOR: Some say "it's a sour grapes book."

00:19:07 FOX NEWS CHANNEL FOOTAGE "SOME PEOPLE SAY" CONT"D

ANCHOR: Some people say...

00:19:07 FOX NEWS CHANNEL FOOTAGE "SOME PEOPLE SAY" CONT"D

ANCHOR: Some people say...

00:19:08 FOX NEWS CHANNEL FOOTAGE "SOME PEOPLE SAY" CONT"D

ANCHOR: Some people say it's just too violent. There's too much blood.

00:19:10 FOX NEWS CHANNEL FOOTAGE "SOME PEOPLE SAY" CONT"D

ANCHOR: Some people say

00:19:11 FOX NEWS CHANNEL FOOTAGE "SOME PEOPLE SAY" CONT"D

ANCHOR: Some people say...

00:19:12 FOX NEWS CHANNEL FOOTAGE "SOME PEOPLE SAY" CONT"D

ANCHOR: Well, some people say...

00:19:13 FOX NEWS CHANNEL FOOTAGE "SOME PEOPLE SAY" CONT"D

ANCHOR: Some people say.

00:19:13 FOX NEWS CHANNEL FOOTAGE "SOME PEOPLE SAY" CONT"D

ANCHOR: Ah, some say.

00:19:14 FOX NEWS CHANNEL FOOTAGE "SOME PEOPLE SAY" CONT'D

**INTERVIEWEE:** Some people say.

00:19:16 FOX NEWS CHANNEL FOOTAGE "SOME PEOPLE SAY" CONT'D

**REPORTER:** Some are saying...

00:19:17 FOX NEWS CHANNEL FOOTAGE "SOME PEOPLE SAY" CONT'D

ANCHOR: Some people say...

00:19:18 FOX NEWS CHANNEL FOOTAGE "SOME PEOPLE SAY" CONT'D

BRIT HUME: There are some people who say something, if not has already happened.

00:19:21 FOX NEWS CHANNEL FOOTAGE "SOME PEOPLE SAY" CONT'D

ANCHOR: Those are his words.

00:19:22 FOX NEWS CHANNEL FOOTAGE "SOME PEOPLE SAY" CONT'D

**ANCHOR:** Some people say it's "exploitive". What do you say to that?

00:19:24 ANIMATED GRAPHIC:

FOX News Techniques Experts

00:19:26 CLARA FRENK BEGIN OVER GRAPHIC

I was given a folder, a little binder, [CLARA FRENK 100%

LOWER THIRD: Clara Frenk Former Fox News Producer]

that had the names of all the Fox News consultants, you know, the people who were paid to come on the air to give their opinions.

00:19:34 LARRY JOHNSON 100%

LOWER THIRD: Larry Johnson Former Fox News Contributor  
To be a Fox News contributor means you're under contract  
and are getting paid a set amount.

00:19:38 FOOTAGE: FOX NEWS CHANNEL: HANNITY & COLMES

COLMES: Joining us from D.C. is Larry Johnson, former CIA  
Officer and Former Deputy Director to the State Departments  
Office of Counter Terrorism.

00:19:46 LARRY JOHNSON [VOICE OVER FOOTAGE]

My services were in great demand in December of 2001.  
[JOHNSON 100%] The contract expired in January of 2003.

00:19:54 CLARA FRENK 100%

[LOWER THIRD: Clara Frenk Former Fox News Producer]  
And the first thing that I noticed was that I recognized  
all of the conservatives who were in the roster. They were  
very well known people who had come from, you know, talk  
radio or from some sort of political background, and so I  
knew all of those people, and they were very, very strong  
people.

00:20:10 LARRY JOHNSON 100%

[LOWER THIRD: Larry Johnson Former Fox News Contributor]  
I came in and was always, I was going to call it [CUT TO:]  
For example, the edict came down apparently to stop  
referring to suicide bombings in Israel as suicide  
bombings, to call them homicide bombings. I thought that  
was stupid and I continued to call them suicide bombings  
because every bombing that kills someone is a homicide  
bombing.

00:20:30 CLARA FRENK 100%

[LOWER THIRD: Clara Frenk Former Fox News Producer]

But when I looked at the liberal roster, there was only one person's name who I recognize, which I recognized, and that was Bob Shrum, who is a very well known speechwriter and political consultant in Washington. The other ones, though, were people I had never heard of. [CUT TO:] My entire background was in politics and political journalism, so I knew pretty much all the players in D.C. and I had never heard of these people.

00:20:50 LARRY JOHNSON 100%

[LOWER THIRD: Larry Johnson Former Fox News Contributor]

The question came up about the ability of the United States to fight two wars simultaneously.

00:20:55 FOOTAGE: FOX NEWS Hannity & Colmes

LOWER THIRD: FMR CIA Office Larry Johnson

JOHNSON: Going into Iraq is going to divert resources and attention that should be focused on .

00:21:00 LARRY JOHNSON 100%

And Sean Hannity, being the right-wing cheerleader that he is, was just, you know, incensed that I was, had the temerity to suggest that we couldn't.

00:21:09 FOOTAGE: FOX NEWS Hannity & Colmes

HANNITY: We do have the ability and the resources, we're able to walk and chew gum, we can handle the situation in Iraq. [CUT TO:]

HANNITY: And we can still finish the job of protecting against and another attack.

[CUT TO:]

JOHNSON: What happens is when the resources end up getting diverted and particularly the airlift assets required..

00:21:26 LARRY JOHNSON OVER FOX FOOTAGE

Facts don't seem to have any effect upon him.

[LARRY JOHNSON 100%]

What was unusual is it was after that appearance that, even though I was under contract to Fox for another 8 weeks roughly, [CUT TO:] They stopped using me.

00:21:40 ANIMATED GRAPHIC

TEXT: Fox News Techniques: OPERATION CHARACTER  
ASSASSINATION

00:21:43 CNN FOOTAGE: 9/11 INVESTIGATION HEARING ON EVENTS  
LEADING TO SEPT. 11 2001

RICHARD CLARKE GIVING PRESENTATION TO HEARING.

[LOWER THIRD: Richard Clarke 9/11 Commission Hearing]

CLARKE 100%:

Your government failed you. Those entrusted with protecting you, failed you. And I, failed you. [CUT TO:]  
And for that failure, I would ask, once all the facts are out, for your understanding and for your forgiveness.

00:22:06 JEFF COHEN 100%

[LOWER THIRD: Jeff Cohen Former MSNBC/Fox News Contributor]

When Richard Clarke emerged it was obvious this was a danger to the Administration because he had worked at the highest echelons of the Bush Administration and it was almost like Fox News was working off the playbook coming out of the White House - that he had to be torn down that he had to be turned into a Democrat, a Liberal, a Kerry-guy.

00:22:27 FOX NEWS FOOTAGE: FOX NEWS ALERT: STATEMENT FROM WHITE HOUSE

REPRESENTATIVE: He is bringing this up in the heat of a Presidential campaign.

00:22:30: FOX NEWS FOOTAGE: "THE BIG FACT" RICHARD CLARKE PRESS CONFERENCE

ANCHOR (OVER FOOTAGE): Can you assume, from what he's saying, that he is now become a political operative?

00:22:34 FOX NEWS FOOTAGE: FOX & FRIENDS: IMAGE OF CLARKE

ANCHOR: (OVER FOOTAGE): Do you feel that there is a political payback component to Mr. Clarke's comments?

00:22:37 FOX NEWS FOOTAGE: FOX & FRIENDS

ANCHOR: He is, as some have suggested, auditioning for a job in the Kerry Administration.

00:22:40 FOX NEWS FOOTAGE: FOX & FRIENDS INTERVIEW

INTERVIEWEE: It is a fella who is sucking up to another Administration with the hopes of being rewarded.

00:22:44 FOX NEWS FOOTAGE: INTERVIEW NATIONAL SECURITY ADVISOR DR. CONDOLEEZZA RICE



RICE: When he came to me to ask for my support with Tom Ridge.

00:22:47 FOX NEWS FOOTAGE: FOX & FRIENDS INTERVIEW: ROWAN SCARBOROUGH "Rumsfeld's War" AUTHOR  
SCARBOROUGH: He had been angling for a top job in the Homeland Security department and did not get it.

00:22:51 JAMES WOLCOTT 100%  
[LOWER THIRD: James Wolcott Former Staff Writer for the New Yorker/Cultural Critic for Vanity Fair]  
See one of the things that Fox does and conservatives do is they don't have to win every argument but if they can muddy the argument enough, if they can turn it into a draw, that to them is a victory because it denies the other side a victory.

00:23:05 FOX NEWS FOOTAGE: HANNITY & COLMES INTERVIEW WITH CONDOLEEZZA RICE  
RICE: Well Sean I, there is apparently two Dick Clarkes here.

00:23:09 FOX NEWS FOOTAGE INTERVIEW: JIM WILKINSON DEPUTY NATIONAL SECURITY ADVISER  
WILKINSON: Dick Clarke has been on three sides of a two-sided issue.

00:23:11 FOX NEWS FOOTAGE: DAYSIDE WITH LINDA VESTER  
ANCHOR: He's totally contradicted himself.

00:23:13 FOX NEWS FOOTAGE: CLOSE ON DICK CLARKE BOOK THEN  
CLARKE PRESS CONFERENCE

MAN: His statements are contradictory.

00:23:15 FOX NEWS FOOTAGE: FOX NEWS ALERT

ANCHOR: But there is a lot of information that contradicts  
Clarke and some.

00:23:17 FOX NEWS FOOTAGE: PANEL

ANCHOR: But aren't there sufficient contradictions.

00:23:19 FOX NEWS FOOTAGE: WHITE HOUSE REPRESENTATIVE

REPRESENTATIVE: He has written a book. And he certainly  
wants to go out there and promote that book.

00:23:25 FOX NEWS FOOTAGE: INTERVIEW

ANCHOR: Is he just out to sell a book.

00:23:28 FOX NEWS FOOTAGE: FOX BOOKING NOTES

INTERVIEWEE: This is a fella who is out to sell his book.

00:23:29 FOX NEWS FOOTAGE: PANEL

FEMALE ANCHOR: Did he have a motive behind writing the book  
and going out on 60 Minutes and criticizing the Bush  
Administration.

00:23:34 FOX NEWS FOOTAGE: FOX & FRIENDS "CLARKE'S CLAIMS"

CLARKE IS BEING SWORN INTO HEARING.

WOMAN(OVER FOOTAGE): Obviously this guy's hocking a book.

00:23:36 FOX NEWS FOOTAGE: FOX AND FRIENDS

INTERVIEW: Unveiling his book.

00:23:36 FOX NEWS FOOTAGE: ANCHOR SPEAK NEXT TO IMAGE OF  
9/11 EXPLOSION

ANCHOR: An appalling act of profiteering.

00:23:38 FOX NEWS FOOTAGE: THE O'REILLY FACTOR

O'REILLY: This guy rakes Bush over the coals and gives  
Clinton a pass.

00:23:42 FOX NEWS FOOTAGE: DAY SIDE

ANCHOR: And the book gives Clinton a complete pass.

00:23:44 FOX NEWS FOOTAGE ROWAN SCARBOROUGH "RUMSFELD'S  
WAR" AUTHOR

SCARBOROUGH: I'm struck by how easily Clarke treats the  
Bill Clinton era.

00:23:47 FOX NEWS FOOTAGE: DAY SIDE

ANCHOR: But there are still some real concerns about where  
the truth lies in what Richard Clarke was saying.

00:23:51 OVER FOX FOOTAGE: JAMES WOLCOTT VOICE OVER

They launched a major smear campaign. And in some ways it  
worked,

[00:23:51 CONDOLEEZZA RICE]

[00:23:54 JIM WILKINSON DEPUTY NATIONAL SECURITY ADVISER]

[00:23:54 MAN SPEAKING]

[00:23:55 WHITE HOUSE REPRESENTATIVE: "FOX REACTS TO  
CHARGES BY FMR TERROR OFFICIAL]

[00:23:55 FOX AND FRIENDS ANCHOR]

[00:23:55 FOX NEWS ANCHOR]

[00:23:56 ONLY ON FOX: CLARKE COMMENTS]

[00:23:56 FOX NEWS ALERT: WAITING FOR CIA DIRECTOR TO TESTIFY]

[00:23:57 STUDIO B RICE AGAIN CHALLENGES CLARKE CLAIMS ON IRAQ]

00:23:58 FOX NEWS FOOTAGE: DAY SIDE INTERVIEW

ANCHOR: I thought, number one, he was extremely melodramatic and he was intoning with great pathos. I mean, I, it seemed, it almost seems like it was a performance.

00:24:07 JEFF COHEN 100%

LOWER THIRD: Jeff Cohen Former MSNBC/Fox News Contributor  
And it was just attack-politics on a TV channel. Usually you leave attack-politics to a political campaign.

00:24:14 JON STEWART INTERVIEW WITH RICHARD CLARKE

CLARKE: Carl Rove and Company are quite good at character assassination. You know they are all these people, dozens of people in the White House paid for [LOWER THIRD: Richard Clarke, Author "Against All Enemies"] by you and I. Paid for by our taxes, right, writing talking points, calling up conservative columnists, calling up talk radio hosts, telling them what to say. It's interesting. All the talk radio people, the right-wing talk radio people all across the country, saying exactly the same thing. Exactly the same words.

JON STEWART: I noticed that. I was walking a 24 hour news network, and I'm sure it's just a coincidence, but they were saying, was remarkably similar to what the White House

was saying and I couldn't help but thinking, "how funny that was."

00:24:46

GRAPHIC ANIMATION

Fox News Techniques Fox Liberals

00:24:48 C-SPAN FOOTAGE: RUPERT MURDOCH DISCUSSING

"COMPETITION IN DIRECT BROADCAST SATELLITE SERVICE"

MURDOCH [BEGINS OVER GRAPHIC]:

We are bringing diversity of opinion. [MURDOCH 100%]

Ah, we are, there is diversity of opinion on Fox News. You may disagree with that. We have many liberals there, many liberals are invited, we have liberal commentators. AS we have conservative ones.

QUESTION: Who are your liberal commentators?

MURDOCH: Alan Colmes for one. [00:25:05 FOX FOOTAGE: ALAN COLMES] Greta van Susteren. [00:25:08 FOX FOOTAGE GRETA VAN SUSTEREN ON THE RECORD] You know. It's in the eye of the beholder I guess.

00:25:14 FRANK O'DONNELL 100%

[LOWER THIRDS: Frank O'Donnell Former Fox News Producer, Washington]

What they'll try to put on the appearance of being balanced, but really kind of a mismatch. You'll have a Hannity And Colmes Show where Hannity [00:25:21 FOX FOOTAGE HANNITY] is a really, a good-looking, kind of clean-cut all-American kind of guy and, and [00:25:25 FOX FOOTAGE COLMES] his counterpart is a little squirrely looking, frankly. And you kind of say he's the liberal? Well, maybe [O'DONNELL 100%] he's not so smart after all and it, and it, and it sends a subtle message, I think.

00:25:34 FOX NEWS FOOTAGE: HANNITY AND COLMES

HANNITY: You're a good Liberal.

COLMES (patting himself on the head): Good Liberal. Good Liberal.

00:25:37 CLARA FRENK 100%

[LOWER THIRDS: Clara Frenk Former Fox News Producer]

A lot of the times the liberals that they get to appear on are either, you know, faux-liberals, like, I would use Susan Estrich as an example of that, a person who was brought on, who essentially agrees [00:25:48 FOX FOOTAGE HANNITY AND COLMES] with the person on the right in a lot of cases.

00:25:50 FOX FOOTAGE: SUSAN ESTRICH ON HANNITY AND COLMES

ESTRICH: I am your biggest liberal friend. I do take a little heat. People some times say to me, "Do you really like Sean Hannity".

HANNITY: What's not to like?

COLMES: I thought I was Sean's biggest liberal friend.

HANNITY: I love you all.

00:26:05 CLARA FRENK 100%

Or they would just bring on people who were very weak, you know, people who were not well-known people.

00:26:10 FOX NEWS FOOTAGE: O'REILLY SHOW

FOX NEWS ANALYST MARY ANNE MARSH: We can learn from history because if we don't we're condemned to repeat it.

O'REILLY: You're onto going to get the truth in a facts. You're going to get one guy, Clarke, accusing Bush saying,

"Clinton really" giving him a pass. Then you're going to get the Bush Administration attacking Clarke. You're not going to get the truth, Mary Ann. You weren't there. You don't know.

MARSH: You're probably right about that.

00:26:29 PETER HART VOICE OVER

Even the people that are supposedly [PETER HART 100% LOWER THIRDS Peter Hart Media Analyst for FAIR (Fairness & Accuracy in Reporting) liberal in those panel discussions they know that to challenge the guests and the other hosts too forcefully, they'll certainly find someone else to stand in your place if that's the case.

00:26:42 FOX FOOTAGE: The O'Reilly Factor

O'REILLY: You're spinning now. I'm not right-wing. I believe in global warming.

00:26:46 GRAPHIC ANIMATION:  
Fox News Techniques Guests

00:26:49 STEVE RENDALL 100%

We looked at "Special Reports" one-on-one interviews, their once a day [LOWER THIRD: Steve Rendall Senior Analyst, FAIR (Fairness & Accuracy in Reporting)] [CUT TO] We studied 25 weeks [ANIMATED GRAPHIC: FAIR research 2003 Special report with Brit Hume]

of the one-on-one guest who appeared on Special Report from late June through mid December [RENDALL 100%] of 2003.

00:27:03 ANIMATED GRAPHIC

FAIR Study: Special Report With Brit Hume Ratio of  
Republican to Democrat Guests.  
Graph showing Republicans Guest compared with Democrats.

[RENDALL VOICE OVER]

Republicans appeared 5 times as often as Democrats on one-on-one newsmakers interviews. That means that Republicans made up 83% of the partisan guests while Democrats made up just 17%. In addition the few [RENDALL 100%] Democrats that were interviewed for the show tended to be centrists and conservative Democrats often brought on to affirm Bush Administration policies. [DISSOLVE TO:] So what does this all mean. Well if Fox were the bastion of fairness and balance that it claims to be we'd see a lot more balance in this prominent interview segment on the network's most prestigious show. Instead the numbers indicate that Brit Hume and Special Report choose their guest based on political considerations rather than news judgment.

00:27:54 FOX NEWS FOOTAGE:

GRAPHIC: Coming Up...Special Report Brit Hume

ANCHOR: That's here, on the Fox News Channel. The Network America trusts for Fair and Balanced News.

00:28:00 ANIMATED GRAPHIC LOGO

Fair & Balanced

[00:28:03 JEFF COHEN VOICE OVER]

My criticism of Fox News isn't that it's a conservative channel. [00:28:05 JEFF COHEN 100% LOWER THIRD: Jeff Cohen Former MSNBC/Fox News Contributor]

It's the consumer-fraud of 'fair and balanced'. It's nothing of the sort.



00:28:09 ANIMATED GRAPHIC

Stories they Cover

Stories they Ignore

00:28:13 JON DU PRE VOICE OVER GRAPHIC

You pitch a story in any given editorial meeting [DU PRE 100% LOWER THIRD: Jon Du Pre Former Fox News Anchor-West Coast Bureau] that didn't meet the criteria that they had explained to you, and you got a thumbs down.

00:28:22 ANONYMOUS: AUDIO RECORDER 100%

LOWER THIRD: Anonymous 2 Former FOX News Reporter

When you have this Executive Vice President and those around him, who are consistently saying, "no we're not gonna do that story, no this story's bad, this story's good", and it becomes very clear to all the Bureau Chiefs, to everybody involved who have been there over a period of years, there are certain kinds of stories, it's not even worth bringing up, there are other kinds of stories that you know management's gonna love.

00:28:41 JON DU PRE 100%

[LOWER THIRD Jon Du Pre Former Fox News Anchor-West Coast Bureau]

Fox News Channel's stated practice was to embarrass, humiliate, challenge, or

[00:28:49 STILL PHOTO JESS JACKSON)

disrupt whatever

[00:28:51 STILL PHOTO CLINTON, HILARY AND JESSE JACKSON]

Jesse Jackson did. We were told

[00:28:53 STILL PHOTO JESSE JACKSON]

on many occasions that

[00:28:55 STILL PHOTO JESSE JACKSON WITH ARAFAT]

he was one of our targets.

[00:28:57 STILL DON KING, DONALD TRUMP & JESS JACKSON]

Anything we could do or say

[00:28:59 STILL PHOTO JACKSON AND CLINTON]

that would embarrass him,

[DU PRE 100%]

discredit him, we were encouraged to find the information  
and we were encouraged to report the information.

00:29:07 ANONYMOUS MICROPHONE 100%

[LOWER THIRD: Anonymous 3 Former Fox News Reporter]

I did a piece on immigration, and I thought it was poignant  
to tell the stories of these people

[00:29:14 ARCHIVE FOOTAGE OF PEOPLE AT IMMIGRATION  
CEREMONY]

and all of the things that they had to go through to get  
citizenship and how we take for granted how really blessed  
we are, to be born with it. And the line that I used in  
describing their efforts was, "folks seeking citizenship  
earned, not born", suggesting that hey they really want  
citizenship because they've gotta go through all these  
motions. Well, the Managing Editor was very angry, says,  
"what have these people earned? They haven't earned a  
thing. They're just here for a free ride, they're just  
here trying to take advantage of all of our, freebies and,

and", I mean, it was just a, he just laid waste to the idea that these people were hardworking.

00:29:54 ANONYMOUS: MOVE OVER AUDIO RECORDER

[LOWER THIRD: Anonymous 2 Former FOX News Reporter]

It was very specifically said, we need to be fair to the Bush Administration or to the Republicans than anybody else in the media would be. But that was always there was always understood a sort of a code for "lay off".

[00:30:05 ARCHIVE FOOTAGE OF PEOPLE PROTESTING]

I have firsthand knowledge of a reporter who was, basically, yelled and screamed at by Executives because

[00:30:12 ARCHIVE FOOTAGE OF JAMES BAKER, BUSH SPOKESPERSON WALKING]

because that reporter was asking tough questions of James Baker at a news conference. It was a news conference that was being carried live,

[00:30:18: ARCHIVE FOOTAGE OF JAMES BAKER, BUSH SPOKESPERSON NEWS CONFERENCE]

and James Baker was saying, "we want to count every vote" and the reporter was peppering with questions like, "well, wait a second, if you want to count every vote, why not go back and find

[00:30:27 ARCHIVE FOOTAGE VOTE COUNTING]

the votes that were not counted because of problems with the chad?" The reporters in New York thought that this was a little too confrontational the style, never mind that

[00:30:35 ARCHIVE FOOTAGE WARREN CHRISTOPHER PRESS CONFERENCE]

when Warren Christopher got up there for Gore, the questions were equally tough, there were no complaints about the questioning of Christopher, but because

[00:30:42 ARCHIVE FOOTAGE: JAMES BAKER INTERVIEWED AT PRESS CONFERENCE]

the questions of James Baker were so tough that reporter was pulled off the story and said, "we can't trust you anymore, you didn't handle this story very well, go back to Washington."

00:30:50 STILL EXT. THE RONALD REAGAN PRESIDENTIAL LIBRARY  
Ronald Reagan's birthday was

[00:30:53 FOX NEWS FOOTAGE BALLOON BEING INFLATED]

for Fox News Channel viewers,

[00:30:56 JON DU PRE 100% LOWER THIRD: Former Fox News  
Anchor-West Coast Bureau]

something akin to a holy day. This was Ronald Reagan's birthday. So my assignment was to go to the Reagan Presidential Library in Simi Valley California, and to do live shots

[00:31:06 FOX FOOTAGE: WOMAN SIGNING BIRTHDAY CARD]

before dawn until dark. There weren't very many people at the Presidential Library

[00:31:12 FOX NEWS FOOTAGE GIRL SIGNING CARD]

There wasn't a celebration in any organized way going on.

[00:31:16 FOX NEWS FOOTAGE CLOSE ON CARD]

You know there was a class

[00:31:17 FOX NEWS FOOTAGE CLASS]

of fourth graders who came to the library that day to take the tour and they were lined up and they sang happy birthday.

[00:31:25 FOX FOOTAGE: CLASS SINGING HAPPY BIRTHDAY]

But that was pretty much the extent of the celebration.

They saw my

[00:31:33 FOX NEWS FOOTAGE OF REAGAN B'DAY CAKE]

first three or four live shots and Mr. Moody called in to say

[00:31:36 FOX FOOTAGE: KIDS SIGNING CARDS]

"What is he doing out there?"

[00:31:40 FOX FOOTAGE CARD]

Apparently my live shots weren't celebratory enough.

[00:31:44 JON DU PRE 100%]

And I was frankly at a bit of a loss as to what to say, or do to make it seem like there was a big celebration.

00:31:53 FOX FOOTAGE: THE FOX REPORT JON DU PRE

DU PRE: Since dawn they've been streaming in from all over the country and even parts of Canada and Mexico, admirers...

00:31:59 JON DU PRE 100%

So I got in trouble for that one. I got in big trouble for that one, in fact I was suspended.

00:32:04 Rep. BERNIE SANDERS 100%

[LOWER THIRDS: Rep. Bernie Sanders Independent Congressman from VT since 1991]

What you will see, of course, is intensive discussion about what we call "the wedge issues". You'll hear, you know, Affirmative Action. You'll hear Abortion. You'll hear certainly Gay Rights, God in, in Separation of Church and State issues will be on television every single day.

00:32:21 FOX NEWS FOOTAGE: THE O'REILLY FACTOR

O'REILLY 100%:

I think this gay marriage thing is going to be an enormous

[00:32:24 FOOTAGE OF GAY MARRIAGE] presidential issue. But

there again, we have to be fair [00:32:28 O'REILLY 100%]  
and balanced. We can't run with that.

00:32:31 PACKAGE OF FOX NEWS REPORTING ON GAY MARRIAGES.  
ANIMATED GRAPHIC: Same-sex marriage.

00:32:34 FOX NEWS ALERT

NEWS ANCHOR:

The stampede of same sex couples to the altar has  
accelerated.

00:32:36 FOX NEWS REPORT

NEWS ANCHOR:

President Bush says he's 'deeply troubled by the hundreds  
of...

OVERLAPPING OF A NUMBER OF NEWS STORIES

[00:32:39 FOX NEWS FOOTAGE TWO MEN KISSING]

NEWS ANCHOR: 2000 same-sex couples...

[00:32:41 FOX NEWS REPORT]

NEWS ANCHOR: 2300 and counting that's the number...

[00:32:43 FOX NEWS ALERT]

NEWS REPORTER: Same sex couples hoping to get married...

[00:32:45 FOX NEWS FOOTAGE: DAVID LEE MILLER]

NEWS ANCHOR: Same sex couples wanting to...

[00:32:46 FOX REPORT]

NEWS ANCHOR: Same sex marriage.

00:32:49 Rep. BERNIE SANDERS 100%

LOWER THIRD: Rep. Bernie Sanders, Independent Congressman from VT since 1991

Their job, which is what the right wing Republicans want to do, is to divide America up, ignore the important economic health care and environmental issues and they do that extremely successfully.

00:32:59 JAMES WOLCOTT 100%

[LOWER THIRD: James Wolcott Former Staff Writer for the New Yorker/Cultural Critic for Vanity Fair]

They did start it up on gay marriage but I think that they got sort of blindsided. [CUT TO:] They all of a sudden couldn't show the usual footage they used to show, because they used to love to show the footage, of course, the parades and the black leather and, you know, the drag queens. Then they had, you know, very kind of normal looking, dumpy, middle age couples getting married and smooching on the steps of City Hall. So I, I've noticed a certain kind of zest going out of the gay marriage thing. But that, the opposite, of where they've picked up the slack, is on anything to do with religion, anything to do with the 10 Commandments, anything to do with God.

00:33:34 FOX NEWS FOOTAGE: THE BIG QUESTION: POPULARITY OF JESUS. INTERVIEW

NEWS ANCHOR INTERVIEW (OS): Why is Jesus so popular right now?

TOM JUNOD ESQUIRE MAGAZINE 100%: Well I think it depends on who you talk to. I think a lot of people would say that

one of the reason that he's very popular is that Mel Gibson's movie has come out.

VARIOUS FOX NEWS COVERAGE OF THE PASSION OF THE CHRIST

**00:33:46 DIFF FOX NEWS COVERAGE** OF THE PASSION OF THE CHRIST "PREZ'S "PASSION"

MAN: George W Bush, because of all this, he wants to see it, and I'm sure they'll set up a special screening at the White House.

FOX ANCHOR: Oh sure. He is a devout Christian. Apparently he prays daily.

**00:33:57 FOX NEWS COVERAGE** OF THE PASSION OF THE CHRIST "JESUS F.A.Q."

NEWS ANCHOR: Did they think it's about just a movie, just entertainment, or do they think that there's something bigger at work?

TOM JUNOD ESQUIRE MAGAZINE OS: Well I think they think there is something bigger at work. September 11<sup>th</sup> threatened [00:34:06 TOM JUNOD 100%]

people and people looked to Jesus for comfort. But number 2, a line was drawn around the world between two kinds of religions. Two kinds of societies.

00:34:16 FOX NEWS FOOTAGE: GEORGE W BUSH PRESIDENTIAL PRESS CONFERENCE

GEORGE W. BUSH 100%: Freedom is not this country's gift to the world. Freedom is the Almighty's gift to every man and woman in this world.

00:34:23 FOOTAGE OF BILL O'REILLY'S COMMENTARY



BILL O'REILLY: Boy, couldn't you see the elite media tremble over that one.

[00:34:27 FOOTAGE OF THE PRESIDENTIAL NEWS CONFERENCE]

The President knows evoking the Deity will anger the secular media - [00:34:31 O'REILLY 100%] he doesn't care. Talking points applauded.

00:34:33 FOX NEWS FOOTAGE OF GEORGE W BUSH PRESS CONFERENCE  
VOICE OVER JOHN WOLCOTT:

They're gonna push God very, very hard, particularly going up into Bush's re-election.

00:34:38 FOX NEWS ALERT BUSH PRESS CONFERENCE 100%

BUSH: All of us, working together, can change American, on soul at a time.

00:34:42 STILL BUSH TALKING INTO MIC

INTERVIEW JOSEPH CAFASSO (OVER FOOTAGE):

The Christian fundamentalist movement believes in "we're right, [00:34:48 JOSEPH CAFASSO 100% LOWER THIRD: Joseph Cafasso, Former FOX News, Military & Counterterrorism Editor]

you're wrong, no matter what." And I saw a lot of that at Fox, "we're right, you're wrong, no matter what."

00:34:56 ANIMATED GRAPHIC O'REILLY TAKES ON GUEST

00:34:59 PETER HART VOICE OVER

The O'Reilly factor is probably the perfect example of everything [00:35:02 PETER HART 100% LOWER THIRD: Peter

Hart Media Analyst for FAIR (Fairness and Accuracy in Reporting)]

that's wrong with Fox news channel. They have stories that are selected primarily to upset liberals and Democrats and prop up Republican Party. You have a hostility towards guests that disagree with the host and you have a host who in service of his conservative politics will distort facts, will misrepresent things, and will in some cases, just fabricate.

00:35:30 FOX NEWS FOOTAGE O'REILLY FACTOR

ANIMATED GRAPHIC: PERSONAL STORY

[00:35:31] O'REILLY 100%:

In a personal story segment tonight we were surprised to find out that an American who lost his father in the World Trade Center attack had signed [00:35:37 FOX FOOTAGE: STILL OF PETITION] an anti-war advertisement that accused the US itself of terrorism.

00:35:41 Al FRANKEN 100%

LOWER THIRD: Al Franken Air America Host

Jeremy Glick is the son of a Port Authority worker who died in 9/11 and he had signed an anti-war petition and O'Reilly had to have him on.

00:35:52 JEREMY GLICK 100%

LOWER THIRD: Jeremy Glick

And they were so persistent about getting me on the O'Reilly show, because they found out I was on the advisory board and signed a statement that was against the war and that I was directly impacted by 9/11. [CUT TO:] The

success that I had on the O'Reilly show had to do with  
[00:36:08 FOX FOOTAGE: THE O'REILLY SHOW OPENER]  
just practice and preparation. I taped the shows, and what  
I did I took a stopwatch that I used for running sprints in  
high school and I would see when he has a hostile guest  
[00:36:19: GLICK 100%]  
and I would time how long it takes for him to cut them off.

00:36:23 FOX FOOTAGE: O'REILLY INTERVIEW WITH JEREMY GLICK  
O'REILLY: I was surprised and the reason I was surprised is  
that this ad equate the United States with the terrorist.

00:36:31 JEREMY GLICK 100%  
I said "I'm shocked that you're surprised." And basically  
just made the only point that I wanted to make.

00:36:36 FOX NEWS FOOTAGE: O'REILLY FACTOR INTERVIEW WITH  
JEREMY GLICK  
GLICK: Our current President now inherited a legacy from  
his father, and inherited a political legacy that's  
responsible for training, militarily, economically and  
situating geo-politically the parties involved in the  
alleged assassination and murder of my father and countless  
of thousand of others. So I don't see why you think it's  
surprising for you to think that I would come back and want  
to support (INTERRUPTED BY O'REILLY)..  
O'REILLY: It is surprising and I'll tell you why it's  
surprising. You are mouthing a far-left position that is  
a...

00:37:06 JEREMY GLICK VOICE OVER

It was extremely intimidating sitting down

[00:37:09 GLICK 100%]

in the studio because he's really tall. He lords over you.

00:37:14 FOX NEWS FOOTAGE: O'REILLY FACTOR INTERVIEW WITH  
JEREMY GLICK

O'REILLY: You see. I'm sure your beliefs are sincere but  
what upsets me is I don't think your father would be  
approving of this.

GLICK: Well my father thought that Bush's presidency was  
illegitimate.

O'REILLY: Maybe he did but I don't think he'd be equating  
this country as a terrorist nation.

GLICK: Well I wasn't saying it was necessarily like that.

O'REILLY: Yes you were. You signed and it absolutely said  
that.

00:37:36 AL FRANKEN VOICE OVER FOOTAGE

Jeremy was pretty cool during it uh, [00:37:36 FRANKEN 100%  
LOWER THIRD: AL FRANKEN AIR AMERICA HOST] and he was giving  
his political views which were very to the left of  
O'Reilly's.

00:37:41 JEREMY GLICK 100%

[LOWER THIRD: JEREMY GLICK]

And he said, "I don't really care what you think  
politically." I said, "Obviously you do care because A,  
you brought me on your show and B, I've told him that he  
uses 9/11 and sympathy with the 9/11 families and the lives  
lost to rationalize his narrow right-wing agenda.

00:37:58 FOX NEWS CHANNEL: O'REILLY FACTOR GLICK INTERVIEW

GLICK: You evoke sympathy with the 9/11 families  
so...(INTERRUPTS)

O'REILLY: That's a bunch of crap. I've done more for the  
9/11 families, by their own admission, I've done more for  
them than you will ever hope to do. So you keep your mouth  
shut when you say that I'm exploiting them..

GLICK: You don't represent me.

O'REILLY: And I'd never represent you, you know why?  
Because you have a warped view of this world and this  
country.

GLICK: Let me give you (INTERRUPTS)

O'REILLY: I don't want to debate this with you.

GLICK: Let me give you an example of parallel experience.  
September 14<sup>th</sup>.

O'REILLY: Here's a record. You didn't support the action  
against Afghanistan to remove the Taliban. You were  
against it.

GLICK: Why would I want to brutalize and further punish  
the people in Afghanistan?

O'REILLY: Who killed your father. Who killed your father.

GLICK: The people in Afghanistan didn't kill my father.

O'REILLY: Sure they did. The people were trained there.

GLICK: The people? What about the Afghans?

O'REILLY: I'm more angry about it than you are.

GLICK: And what about George Bush?

O'REILLY: What about George Bush? He had nothing to do  
with it.

GLICK: The Director, Senior, as Director of the CIA.

O'REILLY: He had nothing to do with it.

GLICK: So the person who trained 100,000 Muhad Jadine (sp?)

O'REILLY: I hope your Mom isn't watching this. I hope  
your mother is not watching this.

00:39:01 JEREMY GLICK VOICE OVER

It was unfair for O'Reilly to evoke both my mom [00:39:03 GLICK 100%] and my father in the interview, especially when I wasn't. My mom is a grieving widow prematurely for a violent, horrific turn in their lives. My dad was only 55. They were working people, working class, middle class. They were not retiring for a while and their life is basically destroyed. Their life together is destroyed and destroyed in circumstances that I wouldn't wish on my worst enemy, including Bill O'Reilly.

00:39:35 FOX NEWS CHANNEL: O'REILLY FACTOR INTERVIEW WITH GLICK

O'REILLY: Because you. That's it, I'm not going to say any more. In respect for your father...

GLICK: September 14<sup>th</sup>. Do you want to know what I was doing?

O'REILLY: Shut up. Shut up.

GLICK: Please don't tell me to shut up.

O'REILLY: In respect for your father who was a port authority worker. A fine American who got killed unnecessarily by barbarians.

GLICK: By radical extremist who were trained by this government.

O'REILLY: Respect for him.

GLICK: Not the people of America, the people, the ruling class. The small minority.

O'REILLY: Cut his mic. I'm not going to dress you down any more. Out of respect for your father.

GLICK: Are we done?

O'REILLY: We're done.

00:40:10 JEREMY GLICK VOICE OVER FOOTAGE

You see him gesturing to security guards and then came the after film performance.

00:40:16 AL FRANKEN VOICE OVER FOTOAGE

After they were off the air, [00:40:17 FRANKEN 100% LOWER THIRD: AL FRANKEN AIR AMERICA HOST]

he said to the kid something to the affect, "Get out of my studio before I f\*\*king tear you to pieces!" So Jeremy, and I've talked to him since, went, actually went to the green room to get a cup of coffee.

00:40:31 JEREMY GLICK 100%

[LOWER THIRD: JEREMY GLICK]

And the executive producer and the assistant encouraged me to leave the building because they were quote "concerned that if O'Reilly ran into me in the hallway that he would end up in jail".

00:40:41 GRAPHIC: WHITE TEXT OVER BLACK

The next day...

[DISSOLVE TO:]

00:40:42 FOX NEWS FOOTAGE: O'REILLY FACTOR: RESPONSE TO JEREMY GLICK INTERVIEW

O'REILLY: This is our house here. If somebody comes to your house and begins spitting on the floor, you'd remove

them. Glick was out of control and spewing hatred for this program and his country using vile propaganda.

00:40:54 JEREMY GLICK 100%

The next day I just turned on and watched the follow up and saw my views totally distorted. Next thing I know was saying Bush planned 9/11.

00:41:04 GRAPHIC: WHITE TEXT OVER BLACK

Six months later.

[DISSOLVE TO:]

00:41:04 FOX NEWS O'REILLY FACTOR: RESPONSE TO GLICK

O'REILLY: Glick was saying without a shred of evidence that President Bush and Bush the Elder were directly responsible for 9/11. Now that kind of stuff is not only loony, it's defamation.

00:41:13 JEREMY GLICK 100%

That paints me as a fringe conspiracy nut.

00:41:18 AL FRANKEN 100%

This kid said nothing, nothing

[00:41:21 FOX NEWS FOOTAGE O'REILLY FACTOR INTERVIEW WITH JEREMY GLICK]

about President Bush and his father, Bush the elder, orchestrating the attack on their own country.

[00:41:26 FRANKEN 100%]

So O'Reilly is just lying here.

00:41:29 GRAPHIC: WHITE TEXT OVER BLACK



eleven months later

[DISSOLVE TO:]

00:41:31 FOX NEWS FOOTAGE: O'REILLY FACTOR

O'REILLY: He came on this program and accused President Bush of knowing about 9/11 and murdering his own father.

00:41:38 AL FRANKEN 100%

Glick said, "Can I sue him?" And so I called the lawyer who was in my case of, "Fox versus Dutton and Franken", and he says, "Well, the kid has to prove that O'Reilly *knew* he was lying, and O'Reilly is so crazy, he lies so pathologically, that's it's harder to prove that O'Reilly knew he was lying." So oddly enough, if someone has a record of crazily lying [LAUGHS] it is harder to sue them for defamation.

00:42.18 ANIMATED GRAPHIC: FEAR BUILD UP TO WAR

00:42:26 STILL PHOTO AIRPLANE,  
TEXT

"Your plane is hijacked by terrorists."

00:42:28 STILL PHOTO IMAGE OF PEOPLE IN PROTECTIVE GEAR  
CARRYING GURNEY WITH TEXT

"You're caught in a dirty bomb attack"

0:42:29 FOX NEWS CHANNEL STORY ANTHRAX

VOICE OVER ANCHOR: An anthrax vaccine for 25 million...

00:42:30 STILL TERRORIST

TEXT:

"you're face-to-face with a suicide bomber"

**00:42:32 TEXT** "think it couldn't happen. Our experts say, think again."

OVER

FOX NEWS STORY: "Dirty Bomb Basics"

LOWER THIRD: How to save your life

JAMES CARAFANO, The Heritage Foundation:

Don't be inhaling. Don't be ingesting. Don't be sucking particles into your body that could get the radiation inside.

00:42:37 FLOATING TEXT OVER BLURRED IMAGE:

"are you prepared?"

00:42:38 FLOATING TEXT:

Would you know how to save your life?

00:42:40 FOX NEWS GRAPHIC

"how to Save your Life: Special Series"

00:42:43 FOX NEWS STORY: Dirty Bomb Basics

ANCHOR: First your advice is Stay inside. Don't drink or eat anything...

00:42:48 DAVID BROCK (VOICE OVER ONLY)

IMAGE BECOMES BLURRED

Many of the themes that are emoted on the Fox News Channel have

[00:04:51 STILL PHOTO IMAGE OF PEOPLE IN PROTECTIVE GEAR CARRYING GURNEY WITH TEXT "You're caught in a dirty bomb attack"]

to do with generating fear. Whether that's fear of immigration,

[00:42:55 FOX NEWS FOOTAGE: TWO GAY MEN KISSING]

fear of sexual difference,

[00:42:58 DAVID BROCK 100% LOWER THIRD: David Brock President/CEO of Media Matters for America] a fear of racial difference.

00:42:59 LARRY JOHNSON 100%

LOWER THIRD: Larry Johnson Former Fox News Contributor When you pander to fear, it's a great motivator and organizer. You've got to keep people alarmed.

00:43:05 ERIC ALTERMAN 100%

LOWER THIRD: Media Critic, Author of "What Liberal Media?" They really love this sense of fear and danger even when it's not there. And so when something is actually dangerous, some things are, they go completely overboard and all sense of perspective is lost. So that anthrax

[00:43:20 FOX NEWS FOOTAGE SCIENTISTS LOWER THIRD: Homeland Security Vaccine Stockpile]

which, I guess,

[00:43:21 Scientist putting on gloves]

affected four or five people, adversely, no question about it, is far more dangerous than, you know,

[00:43:27 ALTERMAN 100%]

the poisoning of our air.

00:43:28 FOX FOOTAGE: MADELAINE ALBRIGHT

LOWER THIRD: FOX FACTS: ALBRIGHT FEARS BUSH IS FUELING THE  
HATE OF TERRORIST ORGS

VOICEOVER: The way we deal with them is the way President  
Bush is dealing with them

[00:43:31 FOX NEWS FOOTAGE CAR ON FIRE]

You cordon the area, you search for them and you shoot  
them.

00:43:34 LARRY JOHNSON 100%

LOWER THIRD: Larry Johnson Former Fox News Contributor  
The motivator is fear and then the pay-off is, you know,  
"we're going to go out and kill the bad guys." And, you  
know, it's a very simple black and white world that they,  
ah, paint and portray.

[00:43:44 FOX NEWS FOOTAGE: GRAPHIC ANIMATION "HOMELAND  
SECURITY]

**00:43:45** VOICE OVER IMAGES:

Terrorism has become the all-purpose fear

[00:43:47 FOX NEWS FOOTAGE: AIRPORT SCREENING]

weapon because now everything

[00:43:60 FOX NEWS FOOTAGE: CU OF PENS]

is converted into terrorism. And,

[00:43:52 FOX NEWS FOOTAGE: HOMELAND SECURITY: NATL PARKS  
WORKERS BEEFING UP BORDER PROTECTION]

of course,

[00:43:53 FOX NEWS FOOTAGE BORDER CONTROL]

if you have a constant sense of unease

[00:43:55 JAMES WOLCOTT 100% LOWER THIRD: James Wolcott  
Former Staff Writer for the New Yorker/Cultural Critic for  
Vanity Fair]

then you're gonna look to the Government to protect you.  
You're gonna look to strong government.

00:43:59 FOX NEW ALERT FOOTAGE OF PRESIDENT BUSH SPEAKING  
TO NATIONAL GUARD TROOPS

BUSH: We've removed from power enemies of this country. We  
have made America more secure. [CROWD CHEERS]

00:44:05 FOX FOOTAGE CONTINUES

VOICE OVER BEGINS:

There are these enemies out there and it's an ill-defined  
enemy, but as long as we're fighting them and killing them  
and he's looking presidential, then [00:44:15 ERIC ALTERMAN  
100%] nothing else, again, is discussed.

00:44:17 DAVID BROCK 100%

LOWER THIRD: David Brock President/CEO of Media Matters for  
America

What was interesting is in the climate of the Bush  
Administration that much of that fear, the emotion was  
purposefully misdirected by the right-wing, ah, into, ah,  
the war in Iraq.

00:44:30 ERIC ALTERMAN 100%

LOWER THIRD: Media Critic, Author of "What Liberal Media?"  
The type of coverage Fox offers and all of them offer but  
Fox is probably the most pristine version is completely  
consistent with Bush's, um, with the strategy of the Bush  
Administration. A, to, ah, prevent discussion of things  
that are not going well, like, for instance, the economy or  
the Medicare Bill.

00:44:49 JEFF COHEN 100%

LOWER THIRD: Former MSNBC/Fox News Contributor

There's not doubt the war against Iraq, a country that did not attack us, could only proceed based on fear.

00:44:56 FOX NEWS FOOTAGE

ANIMATED GRAPHICS

VOICE OVER: Tonight It's a special 2 hour block.

FOX FOOTAGE WITH LOWER THIRD TEXT

GEORGE BUSH: "War is my last choice..."

FOOTAGE OF TANKS, SOLDIERS, PLANES

BUSH (VO): But the risk of doing nothing is even a worse option as far as I'm concerned.

00:45:04 WOMEN MARCHING

TEXT/VO: Dealing with Iraq

FOOTAGE: BUSH, MEN HOLDING GUNS, SOLDIERS JUMPING OUT OF PLANES

VO: The President's War on Terror. When will his military plans get put into action.

00:45:09 FOX NEWS FOOTAGE: THE O'REILLY FACTOR

GRAPHICS: Talking Points

No Spin on Iraq. Depend on "The Factor" for the trust about the impending war with Iraq.

O'REILLY: We hope you depend on us for the truth, because we're going to report the situation in Iraq without an agenda or any ideological prejudice.

SPINNING WIPE TO:

00:45:19 FOX FOOTAGE O'REILLY FACTOR

O'REILLY INTERVIEW

O'REILLY: That you gotta take what comes. Not that we hate you Martin Sheen, but that we may not want to watch your television [00:45:27 FOX FOOTAGE OF MARTIN SHEEN IN PROTEST]

Program anymore, because we're identifying you with being against what we believe in.

00:45:32 FOX FOOTAGE O'REILLY FACTOR COMMENTARY

TEXT: Talking Points. Prelude to War. Once the war begins, I'll consider those who actively work against our military once war is underway to be enemies of the state.

O'REILLY: Americans, and indeed our allies who actively work against our military once the war is under way will be considered enemies of the state by me.

00:45:40 FOX FOOTAGE SEAN HANNITY

HANNITY: But first, are the Americans, who went over the Baghdad to act as human shields, well, are they more than just protesters, are they traitors?

00:45:38 FOX FOOTAGE: HANNITY & COLMES

HARRY BELAFONTE AT PODIUM SPEAKING.

HANNITY (VO): Harry Belafonte, he's at it again, he says "the Bush Administration is possessed of evil." Has the "Calypso King" gone bonkers?

00:45:56 FOX FOOTAGE: STILL PHOTO NATALIE MAINES AND FOOTAGE OF DIXSY CHICKS

O'REILLY (VO): You have a right to say what you want, but we a right not to buy your records.

00:46:00 FOX FOOTAGE: O'REILLY FACTOR COMMENTARY

**TEXT:** Talking Points. Prelude to war. Anyone who hurts this country at a time like this will be spotlighted.

O'REILLY: Just fair warning to you Barbra Streisand and others who see the world as you do. We don't want to demonize anyone but anyone who hurts this country in a time like this, well, let's just say you will be spotlighted.

00:46:11 FOX FOOTAGE: TOPIC A WITH TINA BROWN

GRAPHIC TEXT: CHRISTIANE AMANPOUR CNN CORRESPONDENT

AMANPOUR: Certainly television, and perhaps to an extent, my station, was intimidated by the administration and its foot soldiers at Fox News. And it did in fact, put a climate of fear and self-censorship, in my view, in terms of, of, of the kind of broadcast work we did.

00:46:28 BOB McCHESNEY 100%

LOWER THIRD: Bob McChesney Founder of Free Press/Author of "The Problem of the Media"

First rule of being a great propaganda system and why our system is vastly superior to anything in the old Soviet Union, is not that people think they're being subject to propaganda. If people don't think that, they aren't looking for that, they're much easier to propagandize. And that's the genius of our media system; a system of ideology, of control compared to an authoritarian system.

00:46:46 ANIMATED GRAPHIC: WHITE TEXT OVER BLACK BACKGROUND  
Happy Iraq



00:46:51 C-SPAN ARCHIVE FOOTAGE GEORGE W BUSH INTERVIEW  
BUSH: Look we're making good progress in Iraq. Sometimes  
it's hard to tell it when you listen to the filter.

00:47:00 FOOTAGE OF CHILD SHAKING HANDS WITH SOLDIER

**TEXT:** Rupert Murdoch Speaking about Iraq

VOICE OVER: Tremendous progress in Iraq. The kids are  
back at school,

[00:47:03 FOOTAGE: MAN WITH CHILD, THEN CHECK OUT BY  
SOLDIER]

10% more than when Saddam Hussein was there. There's 100%  
more fresh water.

00:47:07 FOX NEWS FOOTAGE: IRAQI SWIMMERS

REPORTER: It's a fresh start for Iraqi athletes.

00:47:13 FOX NEWS FOOTAGE: KIDS CARRYING CHAIRS

REPORTER: So far 2500 schools have been renovated.

00:47:15 FOX NEWS FOOTAGE: GIRLS DRINKING WATER

ANCHOR: Are Iraqis better off than they were a year ago?

[00:47:17 FOX NEWS FOOTAGE: INTERVIEW THE BIG QUESTION

TEXT: Are Iraqis better off than they were a year ago?]

INTERVIEWEE: Yes they are definitely better off.

00:47:21 FOX NEWS FOOTAGE: NEWS ANCHOR: BIG STORY

**TEXT:** Iraqi Olympic Hopes

ANCHOR: And these brave athletes look forward to making  
Olympic gold.

00:47:25 FOX NEWS FOOTAGE: INTERVIEW

**TEXT:** The Cost of Freedom. Terror Fears.

INTERVIEWEE: There are so many positive developments.

00:47:27 JOHN NICHOLS 100%

LOWER THIRD: John Nichols Author of "Dick: The Man Who Is President"

Fox has made a decision to present the Iraq war as a success and as an ongoing success.

**00:47:35 FOX NEWS CHANNEL: FOOTAGE OF HORSE RACE**

TEXT: Fox Report Iraqis get a welcome diversion at the race track

REPORTER: The Baghdad equestrian club is open for business. And yes, you can play these ponies.

00:47:40 FOX FOOTAGE: STREETS OF IRAQ, PEOPLE WALKING, MAN WORKING ON BUILDING, MAN COUNTING MONEY,

TEXT: Your World w/Cavuto Rebuilding Iraq  
It's the Iraq you don't hear about. Falling unemployment.  
Rising wages. Interest rates down, foreign investment up.

00:47:48 FOX NEWS CHANNEL FOOTAGE: GERALDO RIVERA  
FOOTAGE OF MAN FILLING IN BETTING SLIP.

RIVERA (VO): Life for 95%

[MEN READING BETTING SLIP]

of the Iraqis

[MEN LINING UP TO PUT ON BETS]

is already

[MAN TAKING BETS]

immeasurably better than

[PEOPLE TALKING]

it was under the decades of Saddam's rule,  
there's no question

PEOPLE AT BETTING WINDOW

about that.

[RIVERA 100% TEXT: WAR ON TERROR GERALDO RIVERA "AT LARGE HOST]

And that's what's the least reported story over there. You go to the markets, they're thriving. Big fat fish coming out of the Tigris and Euphrates River.

00:48:02 FOX NEWS FOOTAGE: CAR RACING

SHEPHERD SMITH VOICE OVER: Young men in Baghdad blowing off steam with their cars. The guys gathered to put their wheels through the paces about once a week, something they say they were not allowed to do under the old regime.

00:48:13 FOX NEWS FOOTAGE: ZOOM INTO BUILDING WITH SATELLITES

DAVE KORB VOICE OVER:

The Senior Producer told the two or three writers for [00:48:17 FOX FOOTAGE: COUNTING MONEY TEXT: IMPROVING ECONOMY]

her news hour, she told us,

[00:48:18 FOX FOOTAGE: MAN SELLING EGGS

'now just keep in mind, it's all good.

[00:48:21 DAVE KORB 100%]

This is such a fair and balanced issue.

[00:48:23] FOX FOOTAGE: HANDCUFFED MEN BEING LEAD INTO ROOM TEXT: LEGAL SYSTEM WORKS]

Don't write about the number of dead or troops being under fire or under attack. Not that somebody might have died, you know, keep it positive. We've got to emphasize

[00:48:26 DAVE KORB 100%: LOWER THIRD: DAVE KORB Former  
Freelance Fox News Writer]  
all the good that we're doing.'

[00:48:27 FOX FOOTAGE WOMAN WRITING ON BLACK BOARD]  
She, at that point, made a reference to

[00:48:29 FOX FOOTAGE: KIDS IN SCHOOL]  
rebuilding schools, bringing

[00:48:30 FOX FOOTAGE: CLASSROOM]  
democracy to Iraq, and then

[00:48:32 FOX FOOTAGE: SOLDIERS HANDING OUT BAGS TO KIDS]  
she said, 'See.

[00:48:34 DAVE KORB 100%]  
Big progress. Yoo hoo for us.'

[00:48:36 FOX FOOTAGE: KIDS ENTERING SCHOOL]  
Things were actually, at that point, going quite

[00:48:38 FOX FOOTAGE CHILD, AMANI AMER, SPEAKING]  
badly.

[00:48:39 WIPE TO FOX FOOTAGE: BOMBING TEXT: FOX NEWS ALERT  
IRAQI POLICE AND US SOLDIER ARE ON THE SCENE. SOLDIER  
ENTERING ROOM. TEXT: DRAMATIC NEW PICTURES OF MAJOR  
FALLUJAH FIREFIGHT]  
Many more American soldiers were dying each day and

[00:48:43 FOX FOOTAGE BOMBING: TEXT: FALLUJAH FIGHT]  
God knows how many Iraqis.

00:48:45 FOX NEWS FOOTAGE: SOLDIERS RUNNING  
TEXT: Fox News Alert. Dramatic new pictures of major  
Fallujah firefight.  
ANCHOR 100% Graphic Iraq and CA Text: California more  
catastrophic.  
ANCHOR: 277 US soldiers have now died in Iraq which means  
that statistically speaking US soldiers have less of a

chance of dying from all causes in Iraq than citizens have of being murdered in California which is roughly the same geographical size.

00:48:58 GRAPHIC ANIMATION

TEXT: PIPA/KNOWLEDGE NETWORKS POLL. OCTOBER 2, 2003

**00:49:05 FLOATING TEXT:** "Survey shows Fox led in misleading public." Seattle Times, 10/6/2003

[WIPE TO:]

**00:49:09 FLOATING TEXT:** "TV News Bad for Truth About Iraq" Inter Press Service 10/2/2003

[WIPE TO:]

**00:49:13 FLOATING TEXT:** "Study: Misperceptions About Iraq War Contributed to Support for It." Knight Ridder, 10/3/2003

00:49:17 PETER HART (VO)

The PIPA survey is interesting because

[00:49:19 HART 100% LOWER THIRD: Peter Hart Media Analyst for FAIR (Fairness & Accuracy in Reporting)]

you're looking at questions of, of basic true-false kind of factual nature.

[00:49:25 TEXT: THE PIPA/Knowledge Networks Poll Has the US Found WMD in Iraq? October 2003]

[HART VO]

"Did we find weapons of mass destruction in Iraq?"

00:49:27 ANIMATED GRAPHIC

TEXT: Fox viewers who say yes. 33 %

PBS/NPR viewers who say yes. 11%

00:49:33 PETER HART VOICE OVER

These are very simple questions

[00:49:34 HART 100%]

with very simple answers and what the survey found was that the more likely you were to watch Fox New Channel the more likely you were

[00:49:41 TEXT: The PIPA/Knowledge Networks Poll Does World Opinion Favor the US Invasion of Iraq? October 2003]

to have completely incorrect assumptions about these things.

00:49:45 ANIMATED GRAPHIC

TEXT: Fox viewers who say yes. 35%

PBS/NPR viewers who say yes. 5%

00:49:51 BOB McCHESNEY VO

All the research shows a very high

[00:49:53 McCHESNEY 100% LOWER THIRD: Bob McChesney Founder of Free Press/Author of "The Problem of the Media"]

correlation in the case of Fox News with people watching it with having a very confused notion of the world on one hand, especially with Foreign policy and the Middle East

[00:50:02 GRAPHIC TEXT: The PIPA/Knowledge Networks Poll Has The US Found Links Between Iraq and al-Qaeda? October 2003]

and also being strongly supportive of the Government and power.

00:50:07 ANIMATED GRAPHIC

TEXT: Fox viewers who say yes. 67%

PBS/NPR viewers who say yes. 16%

[00:50:15 McCHESNEY VO]

And this is an extraordinarily disturbing trend for the media

[00:50:18 McCHESNEY 100% LOWER THIRD: Bob McChesney Found of Free Press/ Author of "The Problem of the Media"]

I mean for any self-respecting journalist. If you're told, the more people consume your media, the less they'll know about the subject and the more they'll support government policy, then that's, that's exactly the worst thing any journalist would ever want to hear, or should want to hear.

00:50:32 2 SECS BLACK

00:50:34 GRAPHIC ANIMATION:

**TEXT:** Partisan Politics

00:50:39 Rep. BERNIE SANDERS VO

In terms of

[00:50:41 SANDER 100% LOWER THIRD: Rep. Bernie Sanders Independent Congressman from VT since 1991

Fox overall I, I think we have got to appreciate, and when we look at them is to understand that this is an adjunct of the Republican Party.

00:50:49 BOB McCHESNEY 100%

[LOWER THIRD: Bob McChesney Founder of Free Press and Author of "The Problem of the Media"]

What Fox specializes in, is punditry. Basically getting marching orders from the Republican National Committee or some political operative and then having people pontificate about it, have guests come on to talk about it, have pseudo experts come on and discuss it.

00:51:04 JEFF COHEN 100%

LOWER THIRD Jeff Cohen Former MSNBC/Fox News Contributor  
Their main allegiance is, I'm talking about the people at the top, is to the Republican Party.

00:51:09 PETER HART 100%

[LOWER THIRD: Peter Hart Media Analyst for FAIR (Fairness & Accuracy in Reporting)]  
Murdoch is, absolutely to his core, a partisan, and ah, he makes no secret about that.

00:51:17 FOX NEWS CHANNEL ANIMATED LOGO

Fox News Channel

00:51:18 TEXT: You Decide 2000 America Votes.

00:51:18 GRAPHIC #1 Political Coverage

00:51:20 TEXT OVER FOOTAGE OF AL GORE, GEORGE BUSH, AL GORE:

"You Decide 2000 Electoral Vote"

00:51:21 GRAPHIC You Decide 2000

00:51:22 ANIMATED GRAPHIC LOGO Fox News Channel. We report. You decide.

00:51:25 FOX NEWS FOOTAGE: INTERVIEW



TEXT OVER FOOTAGE: July 19<sup>th</sup>, 2000

ANCHOR: George W Bush sat for an interview in Austin with Fox News Channel's Carl Cameron, who joins us now with highlights. Hello Carl.

CARL CAMERON: Hi Brent

00:51:33 ANONYMOUS 2 AUDIO RECORDER 100%

LOWER THIRD: Anonymous 2 Former Fox News Reporter

It was well known in the summer of 2000 that

[00:51:36 FOX NEWS FOOTAGE CARL CAMERON]

[ANONYMOUS VO] Fox's lead political correspondent covering

[00:51:38 CARL CAMERON INTERVIEWING BUSH]

the Bush Campaign, that his wife was campaigning for Bush.

00:51:43 PRELIMINARY INTERVIEW WITH BUSH CONTINUES

CAMERON: Tell me when you're ready guys.

BUSH: And things are good. Your family?

CUT TO CAMERON

CAMERON: Very well. My wife has been hanging out with your sister.

CUT TO BUSH

BUSH: Yeah good. My county... [LAUGHING]

CAMERON: Dorothy has been all over the state campaigning and Pauline's been constantly with her. Um

BUSH: Yeah Doro's a good person.

CAMERON: Oh, she's been terrific. I mean, to hear Pauline tell it. When she first started campaigning for you she was a little bit nervous.

BUSH: She getting her stride.

CAMERON: Now she's up there. She doesn't need notes. She's going to crowds and she's got the whole riff down.

BUSH: She's a good soul.

CAMERON: She's having fun too.

BUSH: She's a really good soul.

FOOTAGE OF CAMERON AND BUSH TALKING CONTINUES WHILE  
ANONYMOUS VOICE OVER BEGINS.

00:52:12 ANONYMOUS VOICE OVER

And in any other news organization, in fact, in CNN that very summer there was a producer whose husband was a lawyer for the Gore team. And this was a producer who would've naturally covered Gore, who was immediately told you're not to have anything to do with campaign coverage, either covering Bush or covering Gore because of the possible conflict of interest, or the perception of a conflict of interest. At Fox, they didn't care. The fact that the, you know, the senior political reporter, his wife, is actually campaigning for the Bush Campaign at a time when this guy is covering them, that didn't even register. It never would've occurred.

00:52:45 CARL CAMERON/BUSH INTERVIEW CONTINUES

CAMERON: Ok you guys ready.

BUSH: That's great. [LAUGHING]

CAMERON: See, it's the little things that get disclosed.

BUSH: [LAUGHING] I like that.

CAMERON: Thanks for joining us sir.

BUSH: Yes, sir, thanks Carl, it's good to see you again.

DISSOLVE TO

00:52:56 FOX NEWS FOOTAGE OF THE CARL CAMERON INTERVIEW OF  
BUSH

ANONYMOUS VOICE OVER CONTINUES

That's their lack of having some sort of basic journalistic integrity that is just missing from that organization.

00:53:03 ANIMATED GRAPHIC

TEXT: ELECTION NIGHT 2000

00:53:10 JOHN NICHOLS 100%

LOWER THIRD:

John Nichols Author of "Dick: The Man Who is President"  
First person who made the call to say that George W. Bush had been elected President of the United States was the person who was in charge of Fox News' election analysis division, the people who crunch the exit polling numbers. That person was a gentleman named John Ellis and he is George W. Bush's first cousin.

[WIPE TO:] 00:53:29 JOHN NICHOLS 100%

At around 2 in the morning, on election night, the, a new set of data had come in and it was complex data from precincts all over Florida. [WIPE TO:] The proper answer in analyzing that data unquestioningly was: you couldn't tell, it was too close to call, there was simply no clear winner. Instead, John Ellis called it as a clear win for George Bush. Fox News then interrupted its ongoing election coverage and announced that George Bush had been elected President of the

[00:54:04 FOX NEWS FOOTAGE OF ANCHORS ANNOUNCING  
PRESIDENTIAL WIN]

United States.

00:54:06 FOX NEWS FOOTAGE: YOU DECIDE 2000

TEXT: 2:16AM

ANCHOR: Fox news now projects [GORE: 48%, BUSH 49%]

George W. Bush as the winner in Florida and thus it appears  
[00:54:10 ANIMATED GRAPHIC BUSH WINS PRESIDENCY]  
the winner of the Presidency of the United States.

00:54:12 JOHN NICHOLS 100%

Now what's significant about that is not the intervention  
of the President's cousin to declare his relative the new  
President of the United States it was the fact that within  
minutes, ABC, NBC and CBS also fell right in line calling  
Bush as the winner.

00:54:30 NBC ELECTION FOOTAGE: TOM BROKOW

TEXT: 2:17AM

BROKOW: George Bush is the President Elect of the United  
States

00:54:32 CBS ELECTION FOOTAGE DAN RATHER

TEXT: Seconds later

DAN RATHER: Bush wins

00:54:34 ABC ELECTION FOOTAGE PETER JENNINGS

TEXT: 2:20AM

JENNINGS: ABC News is now going to project that Florida  
goes to Mr. Bush.

00:54:38 CBS ELECTION ANIMATED GRAPHIC

TECT: Campaign 2000 George W Bush Elected.

JOHN NICHOLS VOICE OVER:

There's no way that they could have crunched the data in  
that time to come to that conclusion.

[00:54:43 NBC ELECTION FOOTAGE: GEORGE WALKER BUSH]

In fact quite the opposite. They should have come to the conclusion with

[00:54:47 ABC ELECTION COVERAGE TEXT: Project Winner: Bush]

the Associated Press came to which was that you couldn't make the call. [00:54:51 ABC FOOTAGE: CROWD CHEERING]

When Fox made the call, that Bush had won,

[00:54:55 JOHN NICHOLS 100%]

and the other networks followed on, that created the perception that Bush was the winner, when in fact he wasn't. But that perception was

[00:55:03 ABC FOOTAGE CROWD CHEERING]

what really held for the next 37 days and I would suggest to you that

[00:55:08 JOHN NICHOLS 100%] that call on election night had more to do with making George Bush president than any recount or ballot design issue.

00:55:16 FOOTAGE: ROGER AILES READING STATEMENT AT PRESS CONFERENCE

TEXT: Roger Ailes Fox News CEO and Chairman

AILES: We gave our audience bad information. Our lengthy, critical self-examination shows that we let our viewers down. I apologize for making those bad projections that night. It will not happen again.

00:55:33 JEFF COHEN 100%

LOWER THIRD: Former MSNBC/FOX News Contributor

In the old Soviet Union you'd hearing about the party-line shifting 180 degrees. Watching Fox News at the end of Clinton, where it was all attack mode where they were just vicious watchdogs, and then Bush takes power and they're like little lap dogs.

[00:55:51 FOX NEWS FOOTAGE FOX REPORT: BUSH AT PODIUM  
SPEAKING TO THE NATIONAL DEFENCE UNIVERSITY]

[COHEN VO] It was like night and day and it's a party-line shift.

00:55:54 VOICE OVER: The President has the direction and the

[00:55:56 FOX NEWS FOOTAGE: PEOPLE APPLAUDING]

vision to take us

[00:55:57 FOX FOOTAGE FOX FACTS: PEOPLE GIVING STANDING  
OVATION AS BUSH ENTERS]

into the future boldly and

[00:55:59 FOX FOOTAGE: YOU DECIDE 2004 PEOPLE GIVING BUSH  
OVATION]

with, with courage and optimism.

[00:56:00 FOX FOOTAGE: YOU DECIDE 2004 CAMPAIGN KICKOFF  
BUSH AT PODIUM]

00:56:02 FOX NEWS FOOTAGE: TEXT: FOX FACTS  
BUSH GIVING SPEECH

VOICE OVER: He is an extraordinarily straight forward leader.

[00:56:03 FOX FOOTAGE PRESIDENT IN FL: BUSH WALKING]

He says what he is going to do and he does it.

00:56:06 FOX NEWS FOOTAGE: TEXT: YOU DECIDE 2004 WAR DEBATE  
BUSH WAVING]

VOICE OVER: The President stands for steady leadership during a time [00:56:09 FOX FOOTAGE: BUSH GIVING SPEECH] of enormous change.

**00:56:10 FOX NEWS FOOTAGE: AIRFORCE ONE, BUSH EXITING PLANE**

VOICE OVER: But the President is on Air Force One and the plane has now touched down in New Mexico.

[OVERLAPPING]

00:56:14 FOX NEWS FOOTAGE: FILE PHOTO YOUNG BUSH IN AIRFORCE UNIFORM

VOICE OVER: This is as strong a pro-national security conservative President as I have ever seen.

00:56:17 FOX NEWS FOOTAGE: BUSH SPEAKING TO CROWD THROUGH MEGAPHONE

**TEXT: HEAD TO HEAD NEVER FORGET!**

VOICE OVER: This is a guy who says what he means and means what he says.

[OVERLAPPING]

00:56:20 FOX NEWS FOOTAGE: BUSH RECEIVING APPLAUSE FROM CROWD.

**TEXT: YOU DECIDE 2004 CAMPAIGN KICKOFF**

VOICE OVER: But the President is a gentleman. He set a different tone for his campaign.

**00:56:24 FOX NEWS FOOTAGE: FOX WAVING TO CROWD OF SERVICE MEN**

TEXT: FOX NEWS ALERT BUSH: WE ARE RISING TO THE CALL OF HISTORY

00:56:26 FOX ANIMATED GRAPHIC STILLs OF GEORGE BUSH AND KERRY INTO MOVING TEXT "We Report. You Decide. America's Newsroom. Fox News Channel."

**00:56:37 FOX FOOTAGE: SUPER TUESDAY, VOTE COMPARISON OF DEAN, KERRY AND EDWARDS**

VOICE OVER: Super Tuesday lived up to its word. [00:56:43 FOX FOOTAGE OF SPEAKER AT PODIUM] And this was a super night for our candidate John Kerry and a super night for the Democratic Party. He's a super nominee.

DISSOLVE TO:

[00:56:53 FOOTAGE OF KERRY, AT PODIUM, HUGGING HIS FAMILY]

DISSOLVE TO:

[00:56:57 FOOTAGE: KERRY, AT PODIUM, SPEAKING TO CROWD]

KERRY: I believe, I believe, that in 2004 one united Democratic Party we can, and we will win this election.

**00:57:12 FOX NEWS FOOTAGE: INTERVIEW**

INTERVIEW: What would you say would be Senator Kerry's one or two major weak points that could be exploited?

**00:57:17 FOX NEWS FOOTAGE: ANCHOR SPEAKING ABOUT KERRY. PHOTO KERRY, GRAPHIC "Kerry Unfair Pay?"**

ANCHOR: The Presidential hopeful, John Kerry has missed every one of the 22 roll call votes in the Senate this year but hasn't missed a paycheck.

**00:57:22 FOX NEWS FOOTAGE: FOX FACTS: INTERVIEW**

INTERVIEWEE: He talks about trying to protect the taxpayers every single day and here he is fleecing the taxpayers out of \$150,000 a year [INTERRUPTED]



ANCHOR: So do you think he should step down, Dominic, when he's running for President?

00:57:33 FOX FOOTAGE: DAY SIDE STILL: YOUNG JOHN KERRY

TEXT: MEDAL QUESTION

ANCHOR: The controversy and his Vietnam war medals has just gotten worse. [00:57:37 FOX FOOTAGE STILL YOUNG JOHN KERRY] He said he never suggested he threw them away but videotape does not lie.

00:57:41 STILL: COPY OF INTERNAL FOX MEMO

DATE: 4/26/2004 FROM: Moody

[READ IN VOICE OVER]

Ribbons or medals? Which did John Kerry throw away after he returned from Vietnam? [NOT READ] This may become an issue for him today. [TEXT COMES FORWARD READ IN VOICE OVER] His perceived disrespect for the military could be more damaging to the candidate than questions about his actions in uniform.

00:57:58 FOX NEWS FOOTAGE: ANCHOR SHEPHERD SMITH

STILL IMAGE: OF JOHN KERRY TEXT: WAR TORN

ANCHOR SHEPHERD SMITH: Many are angry over Kerry's post-war protest.

00:58:01 FOX NEWS FOOTAGE: JOHN KERRY PEP RALLY

**TEXT:** You Decide 2004 '71 Anti-war session: Did John Kerry Take Part?

ANCHOR: The bigger issue here: is Kerry's involvement in a group that's inherent inherently violent.

**00:58:06 FOX NEWS FOOTAGE: KERRY WALKING AND TALKING**

VOICE OVER: Presumptive Democratic nominee was scaring old people, as usual, with the predictable Democratic line [00:58:12 NEWS ANCHOR 100%]. He said, "President Bush will cut off their entitlement checks. It isn't true but the lie has worked well for Democrats in the past.

00:58:19 FOX NEWS FOOTAGE: INTERVIEW:

**TEXT: "THE COST OF FREEDOM: Why WMD PROBE COULD HELP WALL STREET]**

ANCHOR: Assuming that the unthinkable happens, and that Senator Kerry becomes President...

00:58:24 FOX NEWS CHANNEL ANIMATED GRAPHIC LOGO

**TEXT:** Fair & Balanced.

VOICE OVER: You're watching Fox News. Real journalism. Fair & Balanced.

00:58:28 JAMES WOLCOTT 100%

LOWER THIRD: James Wolcott Former Staff Writer for the New Yorker/Cultural Critic for Vanity Fair

They will give you the, almost the full Bush stump speech no matter where it is and no matter how many times they've shown it.

[00:58:35 FOX FOOTAGE OF BUSH SPEAKING: CLIP 1 TEXT: FOX

NEWS ALERT: President Bush Speaks w/workers at SRC automotive in Springfield, MO]

They'll cut live

[00:58:36 FOX FOOTAGE BUSH SPEAKING CLIP 2 TEXT: FOX NEWS

ALERT Pres Bush speaks on education in PA]

to these campaign

[00:58:36 BUSH SPEAKING CLIP 3 TEXT: Fox News Alert Waiting for remarks from President Bush on economy] rallies

[00:58:37 FOX FOOTAGE BUSH SPEAKING CLIP 4 TEXT: FOX NEWS ALERT Bush: Tax relief we passed reinvigorating small biz] as if there

[00:58:38 FOX FOOTAGE BUSH SPEAKING CLIP 5 TEXT: Fox Report Pres Bush: Free trade creates American jobs] was gonna be real news

[00:58:39 FOX FOOTAGE BUSH SPEAKING CLIP 6 TEXT: FOX NEWS ALERT BUSH: TAX RELIEF WE PASSED REINVIGORATING SMALL BIZ] in them,

[00:58:39 FOX FOOTAGE BUSH SPEAKING CLIP 7 TEXT: PRESIDENT IN FL] as if Bush was gonna

[00:58:40 FOX FOOTAGE: BUSH SPEAKING CLIP 8 TEXT: FOX NEWS ALERT "CONVERSATION ON THE ECONOMY" IN LOUISVILLE, KENTUCKY] say anything, you know, earth shattering.

[00:58:43 BUSH SPEAKS]

BUSH: And your, ah, ability to make good decisions like, marrying your wife Carolyn.

**00:58:49 JOHN NICHOLS 100%**

LOWER THIRD: John Nichols Author of "Dick: The Man Who Is President"

Fox portrays his every action as a heroic move.

[00:58:53 FOX NEWS FOOTAGE: BUSH SHAKING HANDS WITH CROWD] As, you know, something dramatic and significant.

[00:58:57 FOX FOOTAGE BUSH WAVING AT CROWD]

I imagine it's pretty hard for the Fox producers. Some days George Bush doesn't do anything interesting and yet, [00:59:03 FOX NEWS FOOTAGE: BUSH PATTING COW] they've got to find something that makes him heroic that day.

[OVERLAPPING]

**00:59:06 CHELLIE PINGREE 100%**

LOWER THIRD: Chellie Pingree President of Common Cause  
Most people just started waking up and saying, "oh you mean we don't have the Fairness Doctrine anymore?" I can't tell you how many times, when I was a political candidate running for office, I would have somebody come up to me on the street and say, "now I saw your opponent on TV the other day. Aren't they supposed to give you equal time?" And I didn't even know for years that we lost that in the Reagan Era, that for years we haven't had the ability to expect both sides to be adequately covered.

**00:59:32 Rep. BERNIE SANDERS 100%**

LOWER THIRD: Rep. Bernie Sanders Independent Congressman from VT since 1991

Clearly on the Republican side what we do know is that for years they have coordinated what they call their "Message of the Day". So you'll hear on the floor of the House, you'll hear on Rush Limbaugh, you'll hear on Fox and Rupert Murdoch's Network, "The Issue Of The Day", which they will pound away at, which then creates The Echo Chamber, which resonates through America.

00:59:54 FOOTAGE OF GOP WEBSITE

DISSOLVE TO:

00:59:56 PAN ALONG WEBSITE

DISSOLVE TO:

00:59:58 ZOOM INTO:

TEXT: Kerry Flip-Flops on Double Taxation of Dividends.

01:00:00 TEXT BROUGHT FORWARD:

TEXT: FLIP-FLOPS

[WIPE TO:]

01:00:01 FOX NEWS FOOTAGE: BUSH SPEECH

TEXT: CAMPAIGN CRITICISM

BUSH: Here's what he said, "I actually did vote for the 87 billion before I voted against it." [CROWD LAUGHS]

[WIPE TO:]

**01:00:10 FOX NEWS FOOTAGE: DICK CHENEY PRESS CONFERENCE**

TEXT: FOX NEWS ALERT. VP CHENEY REMARKS ON DEM PRES CANDIDATE JOHN KERRY

CHENEY: Senator Kerry recently said, quote, "I actually did vote for the 87 billion dollar before I voted against it." End Quote [OVERLAPPING]

01:00:16 WEBSITE: TEXT: KERRY FLIP-FLOP ANIMATED

01:00:19 FOX NEWS COPY OF INTERNAL FOX MEMO

DATE: 3/16/2004 From: Moody

VOICE OVER: Kerry, starting to feel the heat for his flip-flop voting record, is in West Virginia.

**01:00:25 FOX NEWS PROGRAM BIG STORY**

ANCHOR: Is President Bush doing a good job of defining

Kerry as a 'flip-flopper'...

**01:00:30 FOX NEWS FOOTAGE: KERRY MEET AND GREETING CROWD**

TEXT: Fox Facts Kerry has claimed Bush Admin is to blame for gas prices.

ANCHOR (VOICE OVER): And you're saying he flip-flopped on the issue of this.

**01:00:32 FOX NEWS FOOTAGE: HANNITY AND COLMES INTERVIEW**

ANCHOR: And he does seem to agonize and flip-flop over and over and over again.

**01:00:36 FOX NEWS FOOTAGE: HANNITY AND COLMES INTERVIEW**

TEXT: Coming up Next Oliver North.

HANNITY: He's flip-flopped on all these issues...

**01:00:37 FOX NEWS FOOTAGE: INTERVIEW**

MAN: Beneath Kerry's flip-flopping

**01:00:38 FOX NEWS FOOTAGE: INTERVIEW**

TEXT: Democratic Primaries. Badger State Battle

COMMENTATOR: He's an opportunistic flip-flopper

**01:00:40 FOX NEWS FOOTAGE: KERRY HUGGING FAMILY AT PODIUM**

TEXT: Fox Facts Edwards expected to announce that he is quitting race.

VOICE OVER: You're talking flip-flops

**01:00:42 FOX NEWS FOOTAGE: ANCHOR TO CAM/IMAGE OF JOHN**

KERRY WITH GRAPHIC FLIP FLOPS "IF THE SHOE FITS"

ANCHOR: A new brand of summer footwear: John Kerry flip-flops.

01:00:46 FOX NEWS FOOTAGE: INTERVIEW

TEXT: Fox News Alert Sen John Edwards drops out of Pres Race.

COMMENTATOR: They say that he flip-flops a lot.

**01:00:46 FOX NEWS FOOTAGE: HANNITY & COLMES**

TEXT: Fox Facts Ad resurrects 1994 comment Kerry made to Boston Globe.

HANNITY: And he's flip-flopped now on every major issue.

**01:00:49 FOX NEWS FOOTAGE: PANEL**

FEMALE ANCHOR: Would those be the flip-flops.

01:00:49 FOX NEWS FOOTAGE: HANNITY & COLMES

HANNITY: 'Cause he's flip-flopped on everything else.

01:00:51 FOX NEWS FOOTAGE: GRAPHIC THE BIG QUESTION OPENER  
TO INTERVIEW

VOICE OVER: Is Senator Kerry guilty of flip-flopping on the issues?

01:00:54 FOX NEWS FOOTAGE: BRIT HUME

TEXT: Brit Hume Washing Managing Ed., Fox News

HUME: He flip-flops like crazy.

**01:00:5 FOX NEWS FOOTAGE: HANNITY & COLMES**

TEXT: Fox Facts Ad resurrects 1994 comment Kerry made to Boston Globe.

HANNITY: First of all flip-flop...

**01:00:56 FOX NEWS FOOTAGE: KERRY HUGGING FAMILY AT PODIUM**

TEXT: FOX FACTS FOX NEWS: 71% of Hispanic voters went for Kerry in NY

VOICE OVER: You've seen him flip-flop on a whole variety of issues.

**01:00:58 FOX NEWS FOOTAGE: INTERVIEW**

TEXT: DEMOCRATIC PRIMARIES BADGER STATE BATTLE

ANCHOR: An opportunistic flip-flopper who doesn't have any principles. Is that a little harsh?

**01:01:03 FOX NEWS FOOTAGE: INTERVIEW SEAN HANNITY**

TEXT: DEMOCRATIC PRIMARIES SEAN HANNITY "DELIVER US FROM EVIL" AUTHOR

HANNITY: I think um, it shows one thing. The weakness of John Kerry.

**01:01:08 FOX NEWS CHANNEL ANIMATED ID**

TEXT: Fair & Balanced

VOICE OVER: You're watching Fox News. Real journalism. Fair & Balanced.

TEXT: F&B Watch

**01:01:12 FOX NEWS FOOTAGE: GRAPHIC 263 DAYS**

HANNITY: Just 263 days until you get to cast your vote and decide George W Bush deserves a second term.

**01:01:19 COPY OF INTERNAL FOX MEMO**

Date: 3/12/2004 From: Moody



TEXT/VOICEOVER: John Kerry may wish he'd taken off his microphone before trashing the GOP.

[TEXT ONLY] Though he insists he meant republican "attack squads,"

[TEXT MOVES FORWARD AND READ IN VOICE OVER]

his coarse description of his opponents has cast a lurid glow over the campaign.

01:01:32 FOX NEWS FOOTAGE:ANCHOR

TEXT: You Decide 2004

ANCHOR: Presidential hopefully, John Kerry, got caught on tape in some candid remarks that he didn't want everybody to hear. But we did.

01:01:39 FOX NEWS FOOTAGE: INTERVIEW

TEXT: You decide 2004 Candid Kerry

INTERVIEWEE: John Kerry has been lashing out at President Bush and by extension Republicans for a long time. Nothing new there.

01:01:44 FOX NEWS FOOTAGE: BUSH WALKING ALONG PROCESSIONAL LINE.

You see a picture of George Bush and you expect to see, hear organ music

[01:01:47 LARRY JOHNSON 100% LOWER THIRD: Larry Johnson Former Fox News Contributor]

that would come out of a church, swelling, the backlit head,

[01:01:51 FOX NEWS FOOTAGE BUSH WALKING ALONG PROCESSIONAL] the Madonna look

[01:01:53 FOX NEWS FOOTAGE: JOHN KERRY WALKING]

and John Kerry flashes and you hear the  
[01:01:55 LARRY JOHNSON 100%]  
devil's voice, "This is the devil. He is evil."

01:01:57 FOX FOOTAGE HANNITY & COLMES  
HANNITY 100%: Is it true the reports that we're seeing?  
Did John Kerry on the slopes cursed out a Secret Service  
Agent? Is that true?

01:02:02 FOX FOOTAGE JOHN KERRY AT SNOW  
VOICE OVER: I think Kerry needed this vacation. He was  
showing some fatigue.

**01:02:06 FOX NEWS FOOTAGE: GRAPHIC 217 DAYS**  
VOICE OVER: Only 217 days and counting until Bush is re-  
elected.

**01:02:10 FOX NEWS FOOTAGE: FOX & FRIENDS KILMEAD**  
TEXT: FOX & FRIENDS COST OF KERRY  
KILMEAD: They're saying John Kerry looks French.

**01:02:13 FOX NEWS FOOTAGE: FOX NEWS SUNDAY**  
TEXT: PREZ PUNCHLINE  
COMMENTATOR: John Kerry looks French.

**01:02:14 FOX NEWS FOOTAGE: FOX & FRIENDS WEEKEND**  
TEXT: FOX & FRIENDS WEEKEND KERRY'S CRITICISM  
COMMENTATOR: John Kerry, the man who would be America's  
first French president.

(OVERLAPPING)  
[01:02:17] FOX NEWS FOOTAGE: KERRY SHAKING PEOPLE'S HANDS  
VOICE OVER: When you're at war, there are the two

[01:02:18 FOX FOOTAGE INTERVIEW: BARBARA COMSTOCK FMR  
JUSTIC DEPT SPOKESWOMAN]

models. You have the Churchill, Reagan, Thatcher, Tony  
Blair, George Bush model. Or you have the McGovern, Jimmy  
Carter, French, John Kerry model.

**01:02:28 FOX NEWS FOOTAGE: KERRY SHAKING PEOPLE'S HANDS**

ANCHOR (VO): Are the Republicans effectively going to be  
able to make John Kerry French?

[01:02:34 FOX FOOTAGE: PROGRAM THE BIG STORY ANCHOR 100%]

Good afternoon every body or as John Kerry would say,  
"Bonjour".

**01:02:36 FOX NEWS FOOTAGE: INTERVIEW BIG STORY**

TEXT: BIG STORY CLOTAIRE RAPAILLE ARCHETYPE DISCOVERIES  
CHAIRMAN:

French are thinkers. And that doesn't go into the code of  
the American presidency.

[01:02:41 FOOTAGE OF JOHN KERRY, CARRYING SKIS WALKING]

I mean, you know the French

[01:02:43 RAPAILLE 100%]

are the thinker, Le Pont Rodin [sp]. I mean, they think,  
they think, they think and they never do anything with  
their thinking.

[01:02:48 FOX NEWS FOOTAGE OF MAN ON BIKE CIRCLING AROUND  
SMALL FRENCH TOWN]

I believe that Mr. Kerry has to get away of this image if  
he wants to win.

[01:02:52 FOX FOOTAGE: MAN BUYING VEGETABLES]

Right now, he is not in the American archetype.

[01:02:55 FOX FOOTAGE OF EXTERIOR OF FRENCH SHOP]

Why? He's on vacation.

[01:02:57 FOX FOOTAGE OF KERRY SKIING]

If the archetype is to take action and you are taking vacation, I mean you are definitely not,

[01:03:02 RAPAILLE 100%]

you don't fit the code. You are "of-code" (sp)

ANCHOR JOHN GIBSON: Mr. Rapaille?

RAPAILLE: Yes.

ANCHOR JOHN GIBSON: Thank you very much. You are hereby invited back.

01:03:08 JEFF COHEN 100%

LOWER THIRD: Jeff Cohen Former MSNBC/Fox News Contributor  
Every week there's so many ways you can play the economic story. At Fox news it's only the upbeat. They select statistics that prove the economy's moving up and thank God for President Bush for doing it.

01:03:22 FOX NEWS FOOTAGE: YOU DECIDE 2004

ANCHOR: The economy of course shaping up to be one of the hot button issues in this Presidential Campaign.

01:03:26 FOX NEWS FOOTAGE: ANCHOR JOHN GIBSON REPORT

ANCHOR JOHN GIBSON: Polls show the economy shaping up to be a major issue of the Presidential Campaign.

01:03:31 FOX NEWS FOOTAGE: YOUR WORLD w/CAVUTO INTERVIEW  
WITH RUPERT MURDOCH

TEXT: Your world w/Cavuto Rupert Murdoch News Corporation  
Chief Executive

MURDOCH: They're all amazed at the strength of the economy and how it's picking up day by day.

01:03:36 ANIMATED GRAPHIC TWO BULLS

PHOTOGRAPHIC STILL: BUSH

TEXT: President Bush and 2 million new jobs!

01:03:37 FOX NEWS FOOTAGE: INTERVIEW WITH BUSH "ECONOMY  
ISSUES"

BUSH: I think the economy is growing and ah, I think it's  
going to get stronger.

01:03:42 FOX NEWS FOOTAGE: COMMENTATOR

TEXT: FOX FACTS: GREENSPAN: JOB PICTURE SHOULD BRIGHTEN  
BEFORE LONG

COMMENTATOR: The economy is very, very strong right now, it  
continues to get stronger.

01:03:45 FOX NEWS FOOTAGE: MORING MARKET REPORT

PEOPLE WORKING IN CAR FACTORY TO STOCK BROKERS APPLAUDING  
AT THE NASDOQ MARKETSITE

TEXT: MORNING MARKET REPORT

VOICE OVER: The latest reading on the Nation's Gross  
Domestic Product confirming it rose at a healthy 4.1%

01:03:50 FOX NEWS FOOTAGE: HOUSES FOR SALE

VOICE OVER: Sales of existing homes up 2% last month.

01:03:52 FOX NEWS FOOTAGE: YOUR WORLD W/CAVUTO INTERVIEW  
WITH RUPERT MURDOCH

MURDOCH: The economy is behaving like it's on steroids at  
the moment.

01:03:55 FOX NEWS FOOTAGE: YOU DECIDE 2004 COMMENTATOR

TEXT: YOU DECIDE 2004. PARTISAN MEDIA?

COMMENTATOR: The fact is that the economy is improving.

01:03:57 FOX NEWS FOOTAGE: THE FLIPSIDE COMMENTATOR

TEXT: The Flipside The economy is good and the Democrats admit it!

COMMENTATOR DENNIS KNEALE: The economy will roar in '04.

ANCHOR: Roar in '04. That sounds like a Bush slogan.

01:04:01 FOX NEWS FOOTAGE: GRAPHIC 204 DAYS

VOICE OVER: 204 days until George W. Bush is re-elected.

01:04:04 FOX NEWS FOOTAGE: FOX REPORT: GEORGE BUSH SPEECH

TEXT: PRES. BUSH: FREE TRADE CREATES AMERICAN JOBS

BUSH: We're creating jobs. Good, high-paying jobs for the American citizens.

01:04:11 COPY OF INTERNAL FOX MEMO

DATE: 4/4/2004 From Moody

[TEXT AND VOICE OVER]

The President goes to Charlotte to talk about job training. Buoyed by the 300K job figure last week, he can boast his policies are working.

01:04:24 FOX NEWS FOOTAGE: REPORT

TEXT: You Decide 2004 LABOR RELIEF

REPORTER: Job grew last months at the fastest rate in four years.

01:04:28 FOX NEWS FOOTAGE: PANEL

ANCHOR: I would say the news this morning, 308 thousand new jobs were created last month, they're drinking the Malox right out of the gallon bucket at the Kerry campaign.

01:04:37 FOX NEWS FOOTAGE: THE FLIPSIDE:

TEXT: KERRY: JOBS KILLER?

COMMENTATOR: What this Kerry plan will do is punish successful companies and that's bad.

[OVERLAPPING]

01:04:41 FOX NEWS FOOTAGE: REPORT

REPORTER: If you want to destroy jobs in this country - you raise taxes.

01:04:4 FOX NEWS FOOTAGE: REPORT: IMAGE JOHN KERRY

TEXT: "JOBS KILLER"

ANCHOR: John Kerry's plan to bring millions of jobs back to America well some one here says, "watch out. Kerry's plan will end up killing more jobs instead."

01:04:52 FOX NEWS FOOTAGE: STOCK SMARTS COMMENTATOR

TEXT: THE COST OF FREEDOM STUART VARNEY FOX BUSINESS NEWS

COMMENTATOR: I said previously that the market was neutral on John Kerry, I think that was utterly wrong, I think the market is down on John Kerry.

01:04:59 JAMES WOLCOTT VOICE OVER

When the market goes down one of the things you often hear is the

[01:05:03 WOLCOTT 100% LOWER THIRD: JAMES WOLCOTT FORMER STAFF WRITER FOR THE NEW YORKER/CULTURAL CRITIC FOR VANITY FAIR]

market is worried about a Kerry victory.

01:05:05 FOX NEWS FOOTAGE: STOCK SMARTS COMMENTATOR

TEXT: Stock Smarts Tax the Rich?

COMMENTATOR: Then out comes a poll showing Kerry with a 4 or 5 point lead, down goes the market big time.

01:05:1 JAMES WOLCOTT (VOICE OVER)

And how they know that the market went down because everybody had Kerry on their mind, as opposed to everyone was worried about interest rates, or

[01:05:19 WOLCOTT 100%]

everyone looked at the earnings figures and thought they weren't as good as projected. But they love to pretend that they're Carnac The Magnificent and they can read the mind of the market.

01:05:29 FOX NEWS FOOTAGE: COMMENTATOR

GRAPHIC: UNCLE SAM WITH MUSCLES. TEXT: Strong like Bull!

ANCHOR: Terror threats, gas prices sky high, but Forbes says, "the economy is still strong and getting stronger every day."

01:05:35 FOXS NEWS GRAPHIC 196 DAYS

VOICE OVER HANNITY: There you have it. 196 Days till

[01:05:38 HANNITY AND COLMES 100%]

we reelected George W.

COLMES: Wait, the election's over?

HANNITY: LAUGHS

COLMES: Thanks for letting me know.

HANNITY: We're almost there.

01:05:43 FOXS FOOTAGE YOUR WORLD W/CAVUTO INT. MURDOCH



TEXT: YOUR WORLD W/CAVUTO RUPERT MURDOCH NEWS CORPORATION  
CHAIRMAN

MURDOCH: I think Fox News, of all our subsidiaries, had  
the best increase in profits.

[OVERLAPPING]

01:05:49 JEFF CHESTER 100%

LOWER THIRD: Jeff Chester Exec. Dir. of Center for Digital  
Democracy

What makes Murdoch particularly dangerous is that he's  
foremost a politician and he will use his immense media  
power to shape the content and especially the news that  
furthers his interest and those of his allies, including  
the conservative Republican community. After all, Fox News  
is nothing more than a 24/7 political ad for the GOP.

01:06:13 ANIMATED GRAPHIC

TEXT: The Fox Effect

01:06:18 JEFF COHEN 100%

LOWER THIRD: Jeff Cohen Former MSNBC/Fox News Contributor

At MSNBC I worked as a Senior Producer on the Donahue, Phil  
Donahue Prime Time Show. [01:06:52 STILL DONAHUE TALKING  
TO GUESTS]. From the beginning they were saying to us we  
have to be balanced. [01:06:27 JEFF COHEN 100% TEXT: Jeff  
Cohen Former MSNBC/Fox News Contributor] Giving them  
instructions not to be too confrontational. Don't be too  
partisan. Don't be too angry.

[01:06:32 STILL PHOTO PHIL DONAHUE]

Now by the end, of out ten year

[01:06:35 STILL PHIL DONAHUE IN STUDIO] balance wasn't enough. [01:06:36 JEFF COHEN 100%] And this is the "Fox Effect". They mandated that any time we had, if we had two left-wing guests, we had to have three right-wing guests. If we had to had one anti-war guest, we had to have two pro-war guests. And that's how we ended the show. So, we're trying to outfox Fox. You cannot outfox Fox. But MSNBC and the others have tried. CNBC has tried to outfox Fox. Since the corporate structures, corporate ownership of the other channels did not allow anyone to counter-program against Fox, you know, in television the inclination is imitation.

01:07:12 FOX NEWS FOOTAGE: YOUR WORLD CAVUTO

TEXT ACROSS SCREEN: GE OWNS NBC & MSNBC

COMMENTATOR: I think the standard right now is Fox.

[TEXT: Jeffrey Immelt GE CHMN & GEO] And I want to be as interesting and as edgy as you guys are.

01:07:18 ALEXANDER KIPPEN 100%

LOWER THIRD: Alexander Kippen Former Fox News Reporter, Washington DC

It's influencing its competitors. Ah, that's why, you know, MSNBC hired Joe Scarborough. That's why CNN in recent weeks has taken to reporting pretty much anything the Bush White House tells it to report.

[01:07:35 CONTINUES IN VOICE OVER FOX NEWS FOOTAGE: ANCHOR]

There is a sense now

[01:07:37 FOX FOOTAGE: TEXT: WAR ON TERROR]

there is money in the flag.

[01:07:39 FOX NEWS ANIMATED GRAPHIC]

And Fox knows that and its competitors know that Fox is onto something.

01:07:43 FRANK O'DONNELL 100%

LOWER THIRD: Former Fox News Producer, Washington DC

Today news business is geared towards entertainment. It's geared toward, in some cases, propaganda. It's geared toward, ultimately, the bottom line of the big corporations that owns the station that owns the news operation.

01:07:57 CLARA FRENK 100%

LOWER THIRD: Clara Frenk Former Fox News Producer

It's called the news business for a reason. Ah, it is news but it's a business.

01:08:01 JOHN NICHOLS 100%

LOWER THIRD: John Nichols Author of "Dick: The Man Who Is President"

They don't like to spend money doing serious stories. They like to do cheap, easy stories that will get a gut-reaction.

01:08:11 DAVID BURNETT 100%

LOWER THIRD: Former Fox News Reporter, Washington DC

I think the thing that distresses me more than anything else is that, a lot of the news content is not coming straight out of the newsrooms, particularly in television, um, but out of the promotion department.

01:08:23 DIANA WINTHROP 100%

LOWER THIRD: Former Fox News Producer

It's expensive to spend time exploring the issues. It's cheap. And everything now is a question of money.

01:08:32 LARRY IRVING 100%

LOWER THIRD: Former Asst. Sec. Of Commerce for Communications & Information.

If you go to the National Association of Black Journalists, or you go to National Association of Hispanic Journalists, you talk to Asian-American journalists who are on-air, you talk to Native-American journalists; you're seeing a diminution in the number of journalists that are locally-based because in order to save money and in order to get economy of scale and scope, a lot of the broadcasters are shrinking their employee pool and they're shrinking in the news section, sectors of their stations. So, a lot of the young, vibrant people who are getting experience as on-air talent in small towns, are seeing those opportunities increasingly diminish.

01:09:10 BOB McCHESNEY 100%

LOWER THIRD: Bob McChesney Founder of Free Press/Author of "The Problem of the Media"

When you let a small number of companies have this much concentrated power, they will always abuse it, it's simply unacceptable in a free society. And if you don't change the system we can be having this conversation for the next 50 years and be talking about Rupert Murdoch the third.

01:09:25 ANIMATED GRAPHIC

TEXT: A Call to Action

01:09:33 Rep. Bernie Sanders 100%

LOWER THIRD: Independent Congressman from VT since 1991  
Just as health care and the economy and the environment are political issues that people are familiar with, corporate control over the media is also a major political issue.

01:09:45 JOHN NICHOLS 100%

LOWER THIRD: John Nichols Author of "Dick: The Man Who Is President"

When you have one network that is so powerful and so intent upon warping the dialogue, it limits that discourse. It actually influences it to be a narrower discourse and that's what I think citizens should be up in arms about. We can't accept this anymore. If we do accept it, we're handing onto our children, and our grandchildren a less Democracy than we inherited. And that's the one thing we don't have a right to do.

01:10:12 LEN HILL 100%

TEXT: Len Hill Independent Producer

It's ironic that it's been, what, 30 years since Paddy Chayevsky wrote Network but I really believe that those prophetic words that were spoken by Peter Finch when he finally got out of the chair and said: "It's time. Go to the window, shake your fist and say I'm mad as hell. I'm not going to take it anymore." I think those are resonant words today. I think people are genuinely upset.

01:10:44 JEFF COHEN 100%

TEXT: JEFF COHEN Former MSNBC/Fox News Contributor

Get off your rear end and become an activist. And if you see things that are biased, complain to the outlet and say you won't be watching anymore.

01:10:51 MALKIA CYRIL 100%

TEXT: Malkia Cyril Exec. Dir. Of Media Youth Council  
Content has to change. Power has to shift. And I think the only way we can shift power is the only way we've ever been able to shift power; directly confronting those who hold it and taking it back.

01:11:05 BOB McCHESNEY 100%

LOWER THIRD: Bob McChesney Founder of Free Press/Author of "The Problem of the Media"  
Policies have been made behind closed doors by very powerful special interest without any public involvement or participation. And what we've learned in the last few years is when the public gets aware of this and they start organizing, we can change these policies and we can make a system that actually responds to the needs of the people of this country.

01:11:20 JEFF CHESTER 100%

LOWER THIRD: Exec. Dir. Of Center for Digital Democracy  
America's digital destiny is hanging in the balance now. With the right activism, public outcry, we can shape a media environment so that in every community there are channels that will serve the public interest.

01:11:37 Rep. Bernie Sanders

LOWER THIRD Rep. Bernie Sanders Independent Congressman from VT since 1991

If you are a citizen, at home right now, when you turn on Talk Radio all you hear is one right-wing nut, or another

right-wing nut, why don't you go to the radio station and say, "I'm sick and tired of this. There are progressive voices out there. We want a balance."

01:11:50 JOHN NICHOLS 100%

LOWER THIRD: John Nichols Author of "Dick: The Man Who Is President"

If a Fox TV station in your town is broadcasting reports that you know to be inaccurate, that you know to be warping the news. [01:12:01 FOOTAGE: FOX PROTEST]

You, as citizens, have power.

[01:12:04 FOOTAGE PROTEST CODE PINK HOLDING BANNER

"DEMOCRACY REQUIRES MEDIA DIVERSITY]

Groups like Code Pink and other have actually

[01:12:06 PROTEST BANNER BREAK-UP CORPORATE DOMINATION OF MEDIA] demonstrated outside

[01:12:08 PROTEST BANNER SAVE LOCAL MEDIA]

television stations and have made noise

[01:12:10 PROTEST BANNER DIVERSIFY THE MEDIA]

about it.

[01:12:11 PROTEST BANNER PUBLIC INTEREST. NO CORPORATE PROFIT]

We need to basically play the Paul Revere role. You know kind of,

[01:12:15 PROTEST BANNER IMAGINE FREE SPEECH]

ride out into the night, alerting people that, ah,

[01:12:17 NICHOLS 100%]

there's something bad going on here and something needs to be done about it.

01:12:22 DAVID GOODFRIEND 100%

LOWER THIRD: David Goodfriend Founder of Air America Radio

Here's what I'd love to have happen. Family from Nebraska goes to Washington for their family vacation. We're going to visit the Air and Space Museum. We're going to visit the Mall. We're going to visit the Vietnam Memorial. And we're going to visit the FCC to see a Commissioner or two to tell them about what we care about. When that happens, we might start to see a little more attention. But, you know, it aint gonna happen if you don't try.

01:12:46 BOB McCHESNEY

LOWER THIRD: Bob McChesney Founder of Free Press/Author of "The Problem of the Media"

We can actually win here. The whole strength of the system's based on people being apathetic and not thinking they can do anything about it. As soon as we rise up it collapses like a house of cards. That's the extraordinary development of the last few years.

01:12:57 LEN HILL 100%

LOWER THIRD: Len Hill Independent Producer

It's not an issue of the right or left. It is a populist issue about people finally saying it's their democracy and they aren't going to let five companies control the airwaves for corporate convenience at the expense of public necessity.

01:13:14 BLACK

01:13:20 CREDITS

TEXT: PRODUCER/DIRECTOR ROBERT GREENWALD

01:13:27 TEXT:



This Film Made Possible By The Members of MoveOn.Org  
The Center for American Progress

01:13:36 TEXT:

Special Thanks to The Law Firm of Fenwick and West  
The Stanford Center for Internet and Society

[OVERLAPPING]

01:13:41 CHELLIE PINGREE 100%

LOWER THIRD: Chellie Pingree President of Common Cause  
I come from a community in the State of Maine that's mostly  
fishing towns, small coastal communities and for many years  
we were served by one radio station that everybody listened  
to

[01:13:51 TEXT: Co-Producers: Laurel Busby, Jim Gilliam,  
Kate McArdle, Devin Smith]

I mean, it was local radio. Every time I debated an  
opponent when I was running for office, everybody would  
tune it in their cars or their home radio and they would  
hear what we

[01:13:59 CHELLIE PINGREE 100% TEXT: Chellie Pingree  
President of Common Causes]

were feeling differently about and when Clear Channel  
bought it, that was the end. You couldn't even count on  
somebody looking out the window and telling you if it was a  
good day or a bad day or if the fog was coming in.

[01:14:08 ANIMATED CREDIT TEXT: EDITORS Jane Abramowitz,  
Douglas Cheek, Chris Gordon]

But what was really interesting to me was that people got  
angry, there was a local group that organized and attempted  
to get low-power FM radio license.

[01:14:17 CHELLIE PINGREE 100% TEXT: Chellie Pingree  
President of Common Causes]

They had a hard battle, Clear Channel opposed them, and they actually won and now there's a little radio station operated out of a garage in that town, all volunteers, anybody can play the music that they want, but at 5 o'clock every day, they tune into the dialogue of what's going on in that community.

**01:14:32 ANIMATED CREDITS TEXT:** GRAPHIC DESIGN: ERNESTO  
MATAMOROS

**01:14:37 ANIMATED CREDITS TEXT:** POST PRODUCTION SUPERVISOR  
JASON AJAX MERCER

01:14:42 ANIMATED CREDITS TEXT: MUSIC BY NICHOLAS O'TOOLE

**01:14:47 ANIMATED CREDITS TEXT:** A VERY SPECIAL THANKS TO  
ERIC CLAPTON DON HENLEY

01:14:54 ANIMATED CREDITS TEXT: CLEARANCE LIA BASSIN

01:14:56 VOICE OVER OVERLAPPING

What we've been doing over the last decade is to create  
alternative

[01:14:59 WALLY BOWEN 100% TEXT: Wally Bown Founder and  
Exec. Dir. Of the Mountain Area Information Network]  
infrastructure so we now have an online audience of 10,00  
unique visitors per day to our home page, plus the over the  
air audience of our new low power FM radio station, and  
very soon we're going to have public access TV.

01:15:14 ANIMATED CREDIT TEXT: Assistant Editors Jovan Bell,  
Eran Kelly, Monica Kowalski, Hannah Williams]

in this community. So we've got three legs of a stool here  
of an alternative media infrastructure

[01:15:21 WALLY BOWEN 100% TEXT: Wally Bown Founder and  
Exec. Dir. Of the Mountain Area Information Network]

that gives us a means of communicating among ourselves and  
not just relying on the occasional Letter to the Editor in  
a corporate newspaper or

[01:15:30 ANIMATED CREDIT TEXT: Greg Castillo  
almost no coverage in the broadcast media

[01:15:33 ANIMATED CREDIT TEXT: CAMERA AND SOUND James  
Curry, Will Miller, Glen Pearcy, Richard Perez, Luke  
Riffle, Bob Sullivan, Eugene Thompson]

because they're all owned by clear channel and Sinclair and  
Fox.

01:15:39 ANIMATED CREDITS:

TEXT: Color Correction Joachim Blunck

Music Mixed by Assen Stoyanov

Music Editor Sherry Whitfield

01:15:45 ANIMATED CREDITS:

TEXT: Post-Production Sound Mixer Chris Winston

Sound Editing Mark Jasper

Sound Design Dave Hutten

01:15:51 ANIMATED CREDITS

Text: Narration Douglas Cheek

Cover Artist Daniel Morduchowicz

Interns Nick O'Malley Kevin Reynard

01:15:52

And when the News Media Council started, one of our first projects was to recruit

[01:15:57 MALKIA CYRIL 100% TEXT: Malkia Cyril Exec. Dir. Of Media Youth Council]

unorganized youth of color, teenagers. And have them study the Fox Affiliate station in the Bay Area.

[01:16:05 ANIMATED CREDIT: TEXT: Additional Assistant Editors Jennifer Duke Lisa Gilbert Patrick Okamura]

When we did the study we were able to do an editorial meeting. It was the first time, in probably ten or fifteen years,

[01:16:12 MALKIA CYRIL 100% TEXT: Malkia Cyril Exec. Dir. Of Media Youth Council]

that a constituency group locally had actually ever come and demanded anything from them. They just get to do whatever they want, nobody cares, nobody understands that they can

[01:16:22 ANIMATED CREDIT: TEXT: Fox News Researchers.

(Special Thanks for your dedication, energy and insight, which made this project possible.)

demand anything. So it was a pretty momentous moment for us you know to both demand something and get it

[01:16:28 ANIMATED CREDIT: TEXT Fox News Researchers

Nancy Anton, Christina Bradley, Ellen Brodsky, Judy Herrmann, Melanie Killinger-Vowel, Eleanor White, Deborah Yesner]

from a Fox Affiliate. But also to be one of the first, you know, folks to come forward and that, that's something that I think is a trend that we're trying to start now.

Marginalized people

[01:16:39 MALKIA CYRIL 100% TEXT: Malkia Cyril Exec. Dir.  
Of Media Youth Council]

don't have any concept that they can go to an editor in  
groups and demand something.

01:16:47 ANIMATED CREDITS:

TEXT: Additional Material Provided by:

Air Power Stock Library, CNN, Code Pink/Laurel Jensen,  
Comedy Central, Corbis, CSPAN, The Daily Show with Jon  
Stewart, The Everett Collection, Getty Images, Anna  
Strasberg

01:16:54 ANIMATED CREDITS: TEXT:

MUSIC: "Dirty Laundry" by Don Henley and Danny Kortchmar  
Performed by Don Henley Produced under license from Electra  
Entertainment Group by Arrangement with Warner Strategic  
Marketing.

"Layla" by Eric Clapton and Jim Gordan. Performed by  
Derner and the Dominos. Courtesy of Polydor Records Ltd.  
(U.K.) under license from Universal Music Enterprises.

01:16:57 ANIMATED CREDITS: TEXT:

"These Days" by Joey Cape Performed by Bad Astronaut  
Produced under License from Honest Don's by Arrangement of  
Moontang A.S.C.A.P.

Downright Music

Sounddogs.com

01:17:00 ANIMATED CREDITS

TEXT: A Very Special Thank You To

Michael Curran Aaron Gershman Phil Kleinbart Lily Takanashi

01:17:04 ANIMATED CREDITS

TEXT: Web Sites

Center for Digital Democracy [www.democraticmedia.org](http://www.democraticmedia.org)

Center for Public Integrity [www.publicintegrity.org](http://www.publicintegrity.org)

Citizens for Media Literacy [www.main.nc.us](http://www.main.nc.us)

Common Cause [www.commoncause.org](http://www.commoncause.org)

01:17:13 ANIMATED CREDITS

TEXT: Web Sites

Consumer Federation of America [www.consumerfed.org](http://www.consumerfed.org)

Consumers Union [www.consumersunion.org](http://www.consumersunion.org)

Fairness & Accuracy in Reporting [www.fair.org](http://www.fair.org)

Free Press [www.mediareform.net](http://www.mediareform.net)

01:17:20 ANIMATED CREDITS

TEXT: Web Sites

Media Matters for America [www.mediamatters.org](http://www.mediamatters.org)

National Television Academy Foundation

[www.emmys.com/foundation](http://www.emmys.com/foundation)

Citizens for Youth Media Council [www.youthmediacouncil.org](http://www.youthmediacouncil.org)

01:17:32 ANIMATED CREDITS:

TEXT: [www.outfoxed.org](http://www.outfoxed.org)

01:17:36 ANIMATED CREDITS

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[ 01:17:42 END OF PROGRAM]